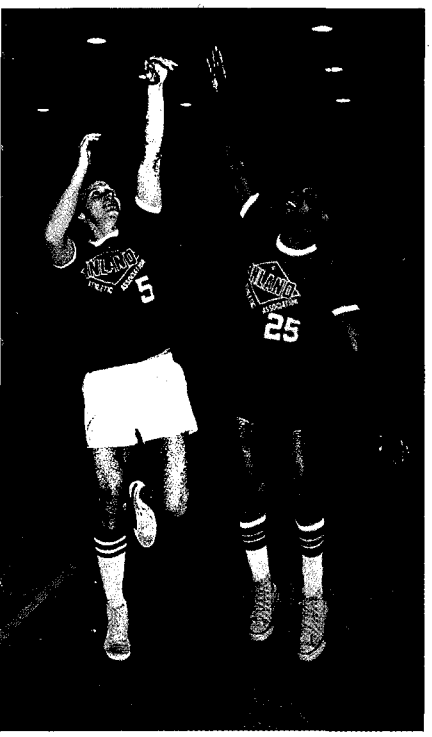
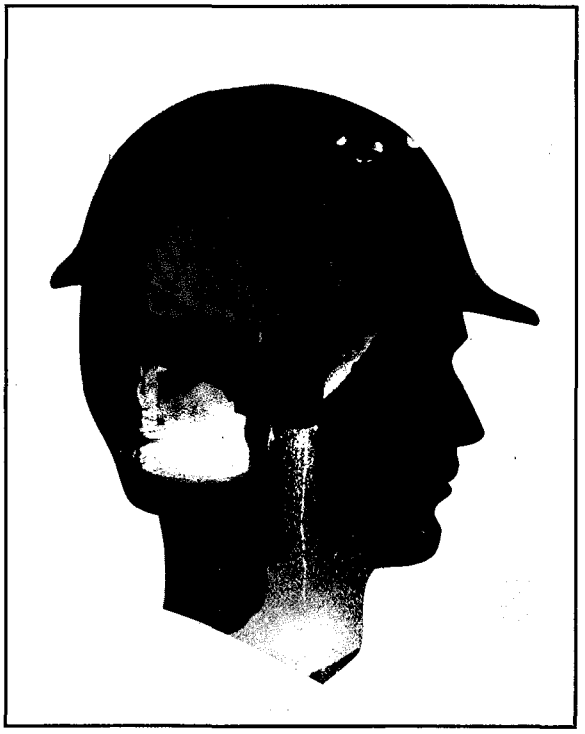
February, 1975

recreation management



IN THIS ISSUE: Special Travel Issue — Member Travel Survey . . . NIRA Travel Column . . . Facts about '75 Conference . . . Travel Services Directory . . . Travel Glossary of Terms . . . A Look at IATA . . . Affinity Charters . . . More New NIRA Members





INLAND ATHLETIC ASSOCIATION

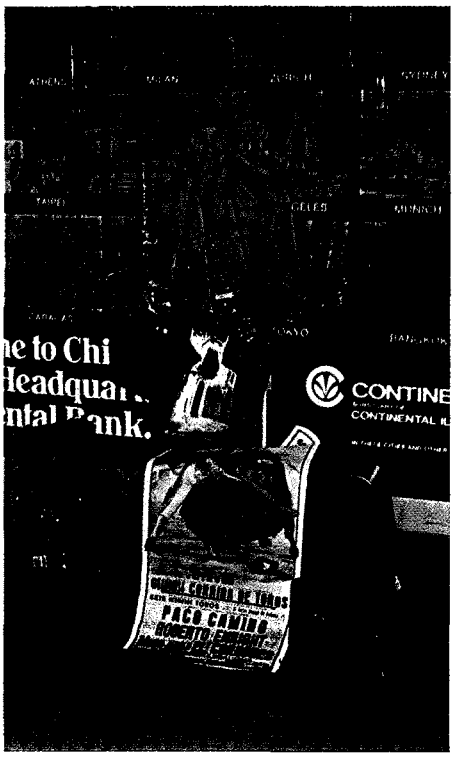
®
INLAND

INLAND STEEL COMPANY









How much would you expect to pay for a two week Hawaii golf vacation in 1975 that included;

- **GOLF ON 8 CHALLENGING COURSES**
  Eight rounds of golf are included on these championship courses: Seamountain — Keauhou-Kona — Mauna Kea — Royal Kaanapali — Wailea — Kauai Surf — Princeville Makai — Makaha (East)

- **WESTERN'S SUPERB "ISLANDER" SERVICE**
  Your round-trip flight to Hawaii on Western's DC-10 Spaceship features: In-flight meal service — Free Diamond Head sparkling punch — First class Legspace for every passenger — Complimentary Champagne for every adult.

- **WEST COAST DEPARTURES 15 WONDERFUL DAYS ON 4 ISLANDS**
  Escorted sightseeing includes: Tour of Hilo — Tour of Hawaii National Park and the volcanoes — Visit to orchid gardens on Hawaii — Tour of Iao Valley on Maui — Sightseeing of Old Lahaina on Maui — Native shows at nearby hotels in Kona — Wailua River boat cruise to the Fern Grotto on Kauai — City of Honolulu tour — Little Circle Island tour — Visit to the Mormon Temple in Laie (Oahu) — Pearl Harbor Monument cruise-tour — Visit to the International Market Place — Tennis arrangements at hotels.

- **VIP TREATMENT THROUGHOUT**
  All accommodations in Hawaii in excellent air-conditioned hotels — Full-time native tour escort and Golf Chairman — Flower lei greeting on arrival — All transfers between the airport and your hotel — All ground transportation in motorcoach buses, air-conditioned where necessary — All baggage handling on all islands including golf clubs — Hula lessons by your escort — Planning and arrangements by a Gulf + Western Company with proven expertise and reputation with numerous NIRA member companies.

Would you believe

$422 plus airfare and taxes from your city

Non-golfers and tennis players may join this tour at a reduction of $125. per person. "Golf in Hawaii" departures monthly, beginning January 11, 1975. Special rates for Industrial Recreation Groups.

Other tour programs to —
Alaska
Caribbean Golf'n Cruise
Canada

Let us help you plan your tour at no cost or obligation.

Hawaiian Polynesia Tours
2020 N. Broadway
Santa Ana, California 92706

I believe it! Please rush FREE Hawaii Golf Vacation brochure to:

name _____ phone _____

address _____

city _____ state _____ zip _____

A Gulf + Western Company

Western Airlines
THE CHAMPAGNE AIRLINE

CIRCLE READER SERVICE CARD NO. 127

EXECUTIVE DIRECTOR
MICHAEL A. FRYER

recreation management

Volume 18, Number 1

PRESIDENT
MILES M. CARTER, CIRA
McLean Trucking Company
Winston-Salem, North Carolina

PRESIDENT-ELECT
WILLIAM B. DeCARLO, CIRA
Xerox Corporation
Rochester, New York

VICE-PRESIDENTS
HOWARD D. BUNCH
First National Bank of Denver
Denver, Colorado
MELVIN C. BYERS, CIRA
Owens-Illinois, Incorporated
Toledo, Ohio
ARTHUR L. CONRAD, CIRA
Flick-Reedy Corporation
Bensenville, Illinois
FRITZ J. MERRELL, CIRA
Olin Corporation
Pisgah Forest, North Carolina
RICHARD H. WILSMAN, CIRA
S. C. Johnson & Son, Incorporated
Racine, Wisconsin

IMMEDIATE PAST PRESIDENT
EDWARD M. BRUNO, CIRA
3M Company
St. Paul, Minnesota

TREASURER
JOHN W. MEYER, CIRA
Motorola, Incorporated
Schaumburg, Illinois

DIRECTORS
SR. JOSE EMILIO AMORES
Prevision Social Grupo Industrial
Monterrey, N.L., Mexico
MARK ARMSTRONG
Xerox Corporation
Dallas, Texas
RICHARD BROWN
Texas Instruments, Incorporated
Dallas, Texas
ELIZABETH BURCHARD
Northwestern Bell Telephone Compan
Omaha, Nebraska
KIRT T. COMPTON
Eastman Kodak Company
Rochester, New York
VON CONTERNO
Pratt & Whitney Aircraft Club
East Hartford, Connecticut
JOE CORRIGAN
Danly Machine Corporation
Chicago, Illinois
GEORGE K. GRIGOR, CIRA
Kodak Canada, Limited
Toronto, Ontario, Canada
REYNOLDS JOHNSTON
Monsanto Company
Pensacola, Florida
JOHN LESLIE, CIRA
3M Company
St. Paul, Minnesota
ROY L. McCLURE, CIRA
Lockheed-Georgia Company
Marietta, Georgia
RAY MENDOZA, CIRA
Convair Recreation Association
San Diego, California
NICK M. MIKETINAC
Charmin Paper Products
Green Bay, Wisconsin
EUGENE MILLER, CIRA
Michigan Bell Telephone Company
Detroit, Michigan
GEORGE MULLEN
Frigidaire Employees Recreation Association
Dayton, Ohio
CHARLES J. PLACEK, JR.
Motorola, Incorporated
Scottsdale, Arizona
AL W. PORTER, CIRA
Raytheon Company
Andover, Massachusetts
JOSEPH R. SCALZO, CIRA
Sun Oil Company
Toledo, Ohio
JOSEPH C. SCHRANCK, CIRA
E. I. du Pont de Nemours & Company
Wilmington, Delaware
DAVE SHANKER
Shanker Industries, Incorporated
Cleveland, Ohio
STEPHEN D. WALTZ, CIRA
Cummins Engine Company
Columbus, Indiana

contents

5 **Editorial**
It's Time to Clean Our Own House
9 **Travel Services Directory**
18 **Cover Story:**
The 40 Year Success Story of the Inland Steel Athletic Assn.
by Richard G. Young
24 **More New NIRA Members**
26 **What is IATA and why Are They Saying All Those Things About It?**
by Jim Miller
28 **CAB Forum**
30 **Member Travel Survey**
30 **Glossary of Travel Terms**
50 **Affinity Charters: What's It All About?**
54 **Monthly Publication Lists Availability of Low Budget Charter and Group Tours for Company Travel Clubs**
64 **1975 Annual NIRA Conference, Exhibit "The Challenge of Change"**
66 **Conference Registration Form**

departments

7 **News in Brief**
8 **NIRA News**
17 **Washington Scene**
21 **Travel Talk**
22 **Associate Profiles**
51 **Constructive Comments**
52 **Travel Information Services**
55 **RM Yearly Index**
60 **Travel Spotlight on Las Vegas**
69 **Names in the News**
70 **NIRA Information Center**
72 **New Products**
74 **Meet the Board**
74 **Ad Index**

PUBLISHER
Michael A. Fryer
EDITOR
Margaret Crane
PUBLICATIONS
ADVISORY BOARD
Arthur L. Conrad (chairman)
Vice President,
Public Relations
Flick-Reedy Corp.
Bensenville, Ill.
Melvin C. Byers
Corporate Coordinator of
Personnel Activities
Owens-Illinois, Inc.
Toledo, Ohio
Robert L. Barbour
Editor-President
PR Publishing Co., Inc.
Meriden, N.H.
Arthur W. Blankenburg
A. Blankenburg Associates
Graphic Design
Schiller Park, Ill.
Michael P. Dineen
Publisher
Country Beautiful Corp.
Waukesha, Wisc.
John McGehee
Director of Public Relations
Kiwanis International
Chicago, Ill.
Denny Griswold
Editor-Public Relations News
New York, N.Y.
James D. Hessman
News Editor
Seapower Magazine
Washington, D.C.
Tom Reid
Director of Public Affairs
Illinois Manufacturers Association
Chicago, Ill.

Published monthly, except combined issues in December-January and May-June, by the National Industrial Recreation Association, 20 N. Wacker Drive, Chicago 60606. (312) 346-7575. Sixty days notice in writing with old and new zip codes is required for uninterrupted service in the case of address changes. Subscription rates are $5 annually or 50¢ per issue. Views expressed by contributors do not necessarily reflect the opinion of the association.

Application to mail at controlled circulation pending at New Richmond, Wisconsin 54017. POSTMASTER: send from 3579 to 20 N. Wacker Drive, Chicago 60606.

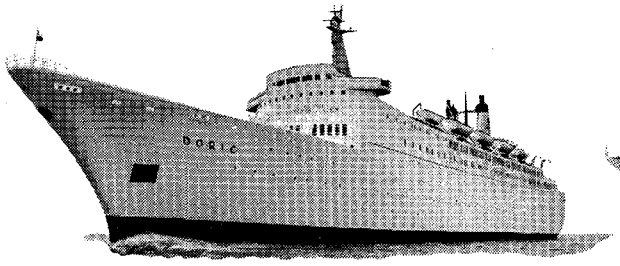
Now Travel Planners Have an Unsurpassed Choice!

2 GREAT HOME LINES SHIPS! 2 GREAT VACATION DESTINATIONS!

on 7-Day "Linger Longer" *Quality Cruises* Spring thru Autumn
Sailing from New York's New Midtown Passenger Ship Terminal

S/S DORIC
25,300 tons

TO BERMUDA

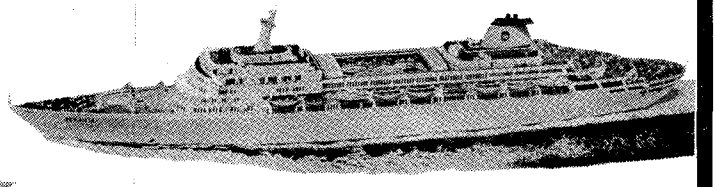


Ship is hotel for 4 days in Bermuda, with reserved docking on Hamilton's Front Street

Now there's an enchanting new way to enjoy nature-blessed Bermuda with its pink-sanded beaches, its famed facilities for golf, tennis, all water sports . . . a quality cruise on Home Lines' new star, DORIC! 2 swimming pools on spacious outdoor decks plus indoor pool with sauna. A sweep of smartly appointed lounges across an entire deck and still more public rooms on a deck above. Capacity 700.

S/S OCEANIC
39,241 tons

TO NASSAU



Ship is hotel for 2 days and 2 nights in port, docking at Prince George's Wharf

Year after year, the OCEANIC has broken every existing carryings record on her 7-day quality cruises to Nassau, the vacation magnet with its historic sights, inviting beaches and lively nightlife that includes fabulous Paradise Island. Her magnificent facilities include the all-weather indoor/outdoor Lido Deck with its unique retractable Magrodome Roof that slides open and closed over the entire 2-pool area. Capacity over 1,000.

Whichever ship you choose, your people will happily discover why Home Lines quality cruises are so widely acclaimed. The superbly-trained all-Italian crew are gracious, speak our language and know what it takes to please passengers. Lavish gourmet cuisine from morning to midnight. Wide range of activities feature several orchestras, Continental revues, variety shows, movies, galas, contests, games. All accommodations have private bathrooms and other modern conveniences and with 2 lower beds in every double cabin. Panamanian Registry.

Both ships have a wealth of public rooms for every requirement. They are well-equipped with audio-visual facilities for meetings at sea. And our experience in serving groups can be of invaluable help to make your program a success!

AND IN THE WINTER . . . *Quality Cruises*
TO THE CARIBBEAN of Various Durations:
S/S DORIC FROM FLORIDA **S/S OCEANIC FROM NEW YORK**

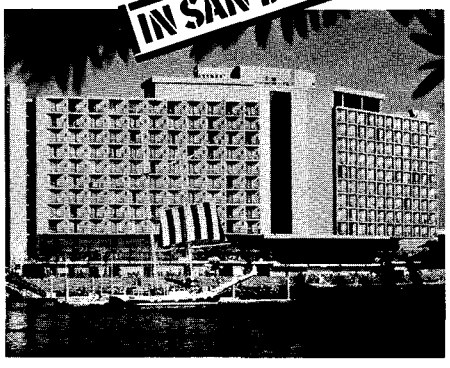
PHONE OR WRITE FOR COMPLETE DETAILS AND FREE FULL COLOR BROCHURE!

HOME LINES
One WORLD TRADE CENTER
Suite 3969 — New York, N.Y. 10048
Phone (212) 432-1414 Offices in Principal Cities

Unrivalled for Quality Service... Home Lines Famous All-Italian Personnel

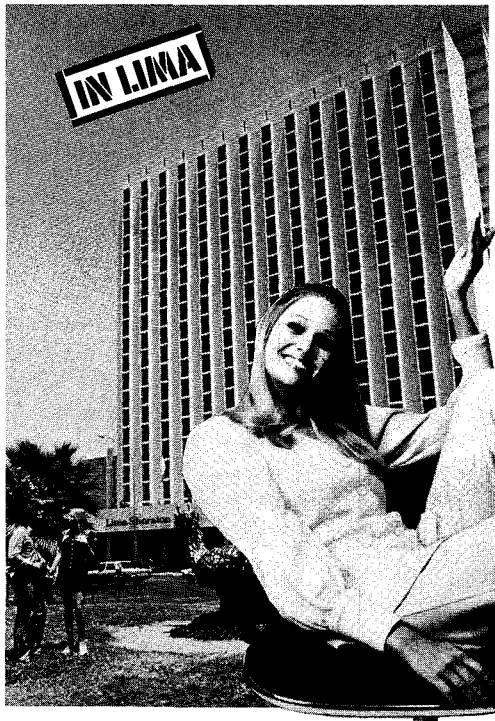
CIRCLE READER SERVICE CARD NO. 128

What has Sheraton done for you lately?









Sheraton is opening lots of exciting new hotels and motor inns all over the world.

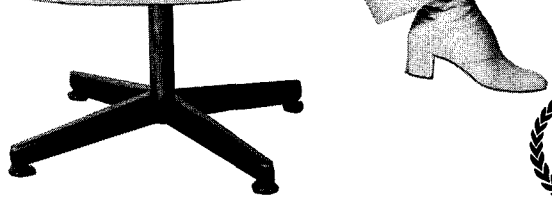
Sheraton has some great new travel ideas, too—like new saunas, new recreation facilities, new three-day holiday weekend packages, exciting new bars and lounges and fabulous new restaurants.

Right now there are more than 350 Sheraton Hotels and Motor Inns around the world.

For a reservation at any one just call:

800-325-3535

Or have your travel agent call for you.



Sheraton Hotels & Motor Inns

CIRCLE READER SERVICE CARD NO. 100

As Europ an airfar-s soar, Hawaii at $371* (air and land) looks better than ever!

* From Chicago.

Hawaii

1975 WEEKLY AFFINITY CHARTERS 8 DAYS—7 NIGHTS

INCLUDES: 7 nights hotel accommodations (twin), pre-registration at hotel, lei greeting, transfers, baggage handling including gratuities, Welcome Briefing Party with native entertainment, Hawaiian Holidays escort service.

$169

land per person
plus applicable airfare below.

HILTON HAWAIIAN VILLAGE

and *United Air Lines*

Tuesday departures via
United Airlines
223 seat DC8 Stretch from your gateway

CITY	AIR FARE (per person)
New York	$195
Boston	201
Los Angeles	109
Chicago	170
Hartford	199
Baltimore/Wash. D.C.	192
Dayton	180
Detroit	181
Cleveland	184
Philadelphia	195
Pittsburgh	187
Atlanta	185
Seattle	117

Add fuel surcharge and head tax: approx. $31. High Season surcharge (6/20-8/31; 9/27-10/26; 12/13-12/31) $10.

$140

land per person
plus applicable airfare below.

PRINCESS KAIULANI

and American Airlines

Thursday departures via
American Airlines
171 seat Boeing 707 from your gateway

CITY	AIR FARE (per person)
New York	$273
Boston	296
Chicago	231
Hartford	289
Baltimore/Wash. D.C.	283
Dayton	263
Detroit	264
Cleveland	273
Philadelphia	285
Pittsburgh	279

Above air rates include $6 head tax and fuel surcharge.

Air and land rates subject to change without notice.

CALL OUR CHARTER DEPARTMENT FOR COMPLETE DETAILS

New York (212) 736-5186 • Chicago (312) 956-7870

Worldways TRAVEL CORPORATION

Affiliate of Hawaiian Holidays Inc.
Our 17th year • Bonded for $500,000.00

500 Fifth Avenue • New York, N.Y. 10036 (212) 736-5186
Offices also in Los Angeles, San Francisco, Chicago, Honolulu and Toronto

OUTSTANDING VALUES IN CHARTERS TO HAWAII • RIO • LAS VEGAS

CIRCLE READER SERVICE CARD NO. 101

Editorial

Speaking of Affinity Charters

It's Time to Clean Our Own House

WITH all the excitement and headaches caused by the recent proposal of the Civil Aeronautics Board to eliminate affinity charters, which we all concur would be disastrous to our industrial recreation travel programs if passed, NIRA has neglected to delve sufficiently into one area: Why the CAB has undertaken such a ruling at this time.

When asked, a CAB spokesman mused, "Well, we're having trouble policing them — so many are illegal."

No one wants to see low-cost affinity charters abolished without a low-cost, viable alternative introduced. However, before we can criticize the CAB completely, we must do some close examining of our own affinity charter programs. Are our charters illegal? Are we allowing affinity charters to carry people who aren't members of our recreation associations or who aren't company employees? Are we involved in charters where extra people are added on to our group at the last minute? Are we allowing less than 40 people from our companies to be tacked on to another manifest? In essence, we should clean our own house, perhaps helping to insure that affinity charters will be here to stay.

Granted, many of us who negotiate charters through wholesalers aren't aware of some of the aforementioned, but each of us is involved in setting up our own groups of 40 for the charters. If we are allowing those other than persons legally allowed on the charter to participate, we must make more of an effort to follow up on this — making sure those participating are indeed members or immediate family members of our recreation programs.

Let's make a conscious effort to police our end of the affinity charter business and give the CAB time to strike at the big offenders instead of striking out affinity charters completely.

For specific information on what an affinity charter encompasses, see article on page 50. □

about cover

The cover this month reflects what a recreation activity in industry can accomplish. The Photography Club at Inland Steel, East Chicago, Indiana, was started about 18 months ago, and has grown in leaps and bounds. All cover photographs, with the exception of the center steel picture shot by Inland's photo lab, were taken by Photo Club members. **Cover Photos are by: Top Left — Skiing — Richard J. Laczi; Left Middle — Basketball — Mark Maloin; Lower Left — Bowling — Don Mickles; Middle Center — Girl's Volleyball — Bob Enright; Lower Center — Choir — Mark Maloin; Lower Right — Photography & Travel — Don Mickles.**

The layout and design of the cover was done by Photography Club Chairman, Enright, and the final of that layout was prepared by Inland's Graphic Arts Services of the Advertising Department. One of the activities depicted on the cover is the Inland Athletic Association Travel Program, one of the largest in industry. Below is a sample of where employees plan to go in 1975. It is one of several company travel programs highlighted in this issue. See the rest on page 30. More about Inland's travel program appears in the cover story. □

INLAND STEEL COMPANY

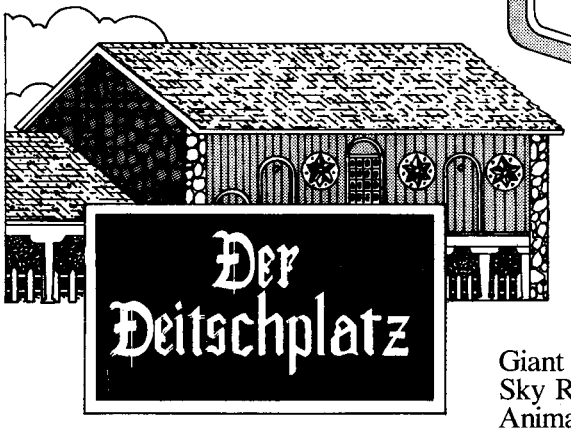
1975 Travel Program

Where	Trans	Number of Participants	Duration
Florida-Disneyland	Air	178	8 Days
Hawaii-Honolulu	Air	171	8 Days
Italy (Rome)	Air	80	9 Days
San Francisco	Air	178	4 Days
San Francisco	Air	178	5 Days
Spain (Malaga)	Air	252	9 Days
Canada (Fishing)	Bus	42	9 Days
Rumania	Air	40	9 Days
Washington, D.C. (Pre-Bicentennial)	Bus	200	7 Days
Florida-Disneyland	Air	178	8 Days
Switzerland (Zurich)	Air	50	9 Days
Arkansas (Fishing) Bull Shoals	Bus	80	7 Days
Las Vegas	Air	200	7 Days
Mexico	Air	50	7 Days
Caribbean Cruise	Air/ship	100	8 Days

The Signs of Our Good Times!

Visit Hersheypark 1975! We guarantee you'll have good times—every time!

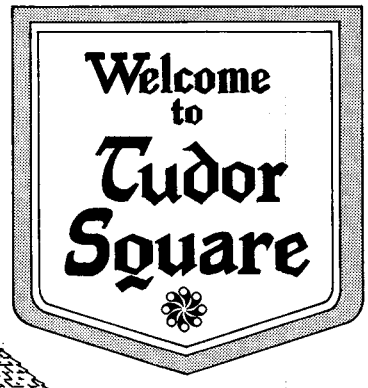
Start at Tudor Square. A quaint little cluster of English Tudor shops brimming with delectable things to eat in the Chocolate House and the "Tudor Cremes Shop!" Like chocolate pastries and huge ice cream sodas!



Der Deitschplatz (the Pennsylvania Dutch Place) features a genuine Pennsylvania Dutch Crafts Barn, where weavers and quilters and cigar makers and a blacksmith make their wares before your eyes! The Pennsylvania Dutch Restaurant is here, for hearty old-fashioned dining.

Some of the best good times are to be had on



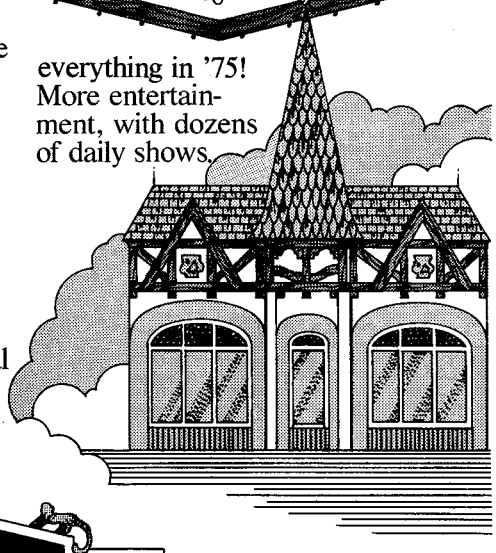


Hersheypark's 33 exciting rides. Start with our famous antique carrousel in Carrousel Circle, with beautiful hand-carved jumping horses! Try the rides. Like Coal Cracker, Giant Wheel, and the new Sky Ride and Trail Blazer. Animals love Hersheypark too! Visit with cuddly baby llamas, goats, lambs and an elephant in the friendly Animal Garden. And watch dolphins perform in the Aquatheatre!

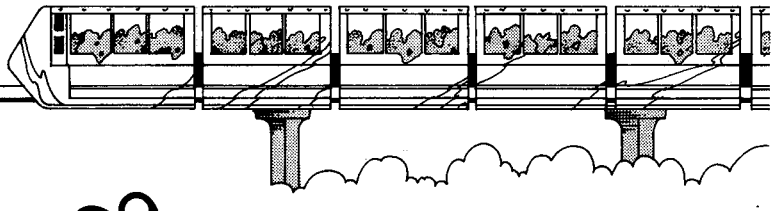
Wander into 18th Century Bavarian Germany in new Rhine Land—a German village where you'll dine on knockwurst and kraut . . . and delight in Belgian Waffles for dessert!

Hersheypark offers more of everything in '75! More entertainment, with dozens of daily shows.









HERSHEYPARK

HERSHEY, PENNSYLVANIA

...a Happy Experience!

CIRCLE READER SERVICE CARD NO. 102

news in brief

How much sleep do you need?

There's nothing magic about the eight-hour sleep formula, according to an article in a recent issue of **Business Week** magazine. To many executives, a good night's sleep is a luxury they cannot afford. But is it harmful to miss a lot of sleep? Most people average 7 to 7 1/2 hours and many do well on 5 or 6.

According to Peter Hauri, Director of Dartmouth Medical School's Sleep Clinic, "You should get whatever sleep you need to feel alert the next morning and no more."

Even if you miss a night's sleep, you may feel lousy, but it doesn't have to show up in your work, the article states. And, it doesn't help to make up lost sleep either. There doesn't seem to be much evidence that lack of sleep impairs the body, but too much sleep may leave you with a hangover-like feeling in the morning.

New tennis tournament film free on loan

The competition, grace, skill and excitement of a professional tennis team can be brought to your company employees via film and is absolutely free to recreation directors. The 25-minute color narrated motion picture of the "Kemper International Desert Tennis Classic 1974" is distributed through Modern Talking Picture Service. James Franciscus narrates the action.

Requests for free loan playdates should be sent to: Modern Picture Talking Service, 2323 New Hyde Park Rd., New Hyde Park, N.Y. 11040.

X-ray view of sports injuries

According to three radiologists, who discussed the topic of "Sports Medicine on the View Box: The X-Ray Scoreboard on Athletic Injuries" at a semi-annual Medical X-Ray Forum for science writers, no sport is completely immune from injuries to its participants.

The radiologists have concentrated much of their professional efforts on x-ray evaluation of sports injuries. They feel the physical nature of radiography, which permits the study of internal body structures by making them visible on a sheet of x-ray film, lends itself especially to the evaluation of injuries to the bony structures resulting from sports participation.

The radiologists emphasized that different injuries can result from the same cause, depending on age of the participant. It was emphasized that x-ray examination is essential in many cases because it can save an unnecessary surgical operation.

Outdoor recreation a boon to travel industry

During a six-week period in late summer of '73, a survey revealed that 18 percent of North Carolina travelers fished and that they spent $36.4 million, which is about one-third of all travel expenditures during that period.

The survey, conducted by Research Triangle Institute for the Travel and Promotion Division, confirmed that fishing is the most important form of summer outdoor recreation, exclusive of swimming, in terms of participation, and is especially more important than other forms of outdoor recreation in terms of economic impact. Fishermen stay longer and spend 2.5 times as much as the average of all travelers. The survey states they spend about $87 per person per trip, compared to hikers at $53, golfers also at $53, the average of all travelers at $30 and campers at $23.

Persons engaged in fishing, camping or hiking or more than one of these activities, contributed about 41 percent of the travel dollar spent during the survey period.

Jet lag is a reality

Jet lag can really throw a person off stride. An article in **Business Week** suggests "adjust by giving your body ample time to adapt to the new local time — allow one day of adjustment for every 1 1/2 hours of time change."

If you are making a five-hour jump, you won't be completely acclimated to local time for three or four days. If you plan a short visit, stay on backhome time. A simple way to adjust to local time, the article suggests, is to start before you leave — push back your bedtime one hour or so each night for several days. On a long haul, it is oftentimes best to break up the trip.

Tours of Beauty & History

In the fabled Brandywine Valley you'll discover scenes and sites of extraordinary beauty and historical significance, some unique in all the world...

- Longwood Gardens
- Old New Castle
- Winterthur Museum
- Hagley Museum
- Brandywine River Museum

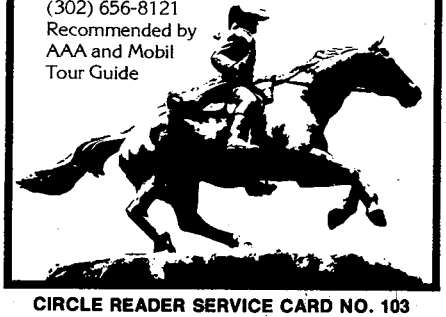
and many more

Your host and tour headquarters, the Hotel du Pont, acclaimed for its service, hospitality and quiet elegance.

Packaged group tours year-round. Send for brochures, prices, special weekends; attention Sales Manager.

Hotel du Pont

11th & Market Streets, P.O. Box 991
Wilmington, Delaware 19899
(302) 656-8121
Recommended by AAA and Mobil Tour Guide



CIRCLE READER SERVICE CARD NO. 103

nira news

Grumman Aerospace holds hobby show

All Grumman employees and retirees were eligible to enter the company's annual hobby show, and many did. Participants could make two entires in any one category, maximum of six in all categories. The result: more than 200 entires and the biggest and best hobby show ever, according to CIRA **Bob Benn,** Recreation Director.

A Grand Award was presented — a $100 savings bond, and also a prize was given for the Best In Show for the Retirees.

According to Benn, categories included: Ceramics; Collections-coins stamps and miscellaneous; crocheting; embroidery; general gunsmithing; knitting; leather work; metal work; model planes-flying-scale, flying-non-scale-original design, non-flying-scale and non flying-non-scale-original design; model railroads; needlework; sewing; ship models-kits original designs and scale; wood carving and wood work.

All entries were completed during 1974 and previous entries were unacceptable.

For information on how to organize and operate a hobby show, contact Benn at Grumman Aerospace Corporation, Bethpage, N.Y. 11714 or call (516) 575-2133.



George Skurla (left), President, Grumman Aerospace Corporation, discusses the model plane entry done by Walter Kranz (right). Kranz devoted more than 300 hours to building the flying model seen overhead.



Ray Muntz (left) grand award winner, is presented his award from George Skurla (third from left) Grumman Aerospace Corporation President, as Bob Benn, Recreation Director (second from right) and Chet Baumgartner, assistant Recreation Director and Director of the show, look on.

Holiday Inns introduces island group package

A special group package program introduced by Holiday Inns, Inc. at six island resorts in the Caribbean appears as an insert in this issue of RM. It is one of the most comprehensive hotel inserts ever to appear in the magazine. The 16-page brochure features the prices of everything which make group planning a pleasure with all information at your fingertips.

"The group package is a new concept in group marketing designed to make the resort product easily available for varying types of group needs whether large or small," according to Michael Picot, Director of Marketing for Holiday Inns Inc.'s Caribbean District in Miami Beach. "The group programs are fully detailed and available in the group planner.

"A group organizer can sit at his desk, plan for a week in Bermuda in the fall of 1975, add in as many lunches and dinners as he feels will be necessary, plan for as many or as few cocktail parties as he desires, and whatever sports activities — such as golf — that he wants, and work out the total price without ever even picking up a telephone," Picot adds. "And all he has to do is book the rooms once he's finalized his plans."

TRAVEL SERVICES DIRECTORY



A comprehensive listing of
places to go and ways to get there—the
companies specializing in employee travel

February, 1975

Airlines/Scheduled

AIR JAMAICA

545 Fifth Ave.
New York City, N.Y. 10017
212/935-2336
John G. Baumann, Director of Sales—
North America

National air carrier of Jamaica with daily service to Jamaica from Chicago, Toronto, Philadelphia, New York and Miami. Daily service to Nassau from Chicago. Information on request about group and individual rates.
Circle No. 53 on Reader Service Card
Ad appears on page 67.

BRITISH AIRWAYS

245 Park Ave.
New York City, New York 10017
212/983-8285
Helen P. Mohan, Group Travel
Executive U.S.A.

Air Services from USA worldwide. Tailor made individual company employee travel programs, also special interest tours geared to buyer's hobby interest.
Circle No. 54 on Reader Service Card

FRONTIER AIRLINES

8250 Smith Road
Denver, Colorado 80207
303/398-4789
Clay Blaylock

Frontier Airlines—your vacation excitement airline serving the Rocky Mountain West. Offers group discounts to ten or more.
Circle No. 55 on Reader Service Card

IBERIA AIRLINES OF SPAIN

97-77 Queens Blvd.
Rego Park, New York 11354
212/793-5000
Daniel S. Bustamante

Spain and Iberia offer outstanding travel values for your employee group and charter travel programs to Madrid, Costa Del Sol, Majorca, Canary Islands from any of Iberia's U.S. gateways: New York, Boston, Washington D.C. and Miami.
Circle No. 56 on Reader Service Card

KLM ROYAL DUTCH AIRLINES

609 5th Ave.
New York, N.Y. 10017
212/793-5000
Isabel Jordan, Group Sales Project Mgr.

Complete employee group travel programs to all destinations, also including conventions, incentives, and sales meetings programs.
Circle No. 57 on Reader Service Card

UNITED AIR LINES

P.O. Box 66100
WPC, Los Angeles, Calif. 90009
312/952-6306
National Manager, Convention Marketing

Air transportation including charters and group tours throughout the Friendly Skies of the United States.
Circle No. 58 on Reader Service Card
Ad appears on pages 57 and 58.

Cruise/Ship Lines

CUNARD LINES LIMITED

555 Fifth Avenue
New York, N.Y. 10017
212/983-2500
R.F. Dixon

Circle No. 59 on Reader Service Card
Ad appears on page 50.

HOME LINES

One World Trade Center
Suite 3969
New York, New York 10048
212/432-1414

Acclaimed for quality cruises!
S/S Oceanic—7 day Linger Longer Nassau cruises from N.Y. spring thru Autumn.
S/S Doric—Caribbean cruises, 9-14 days, from Florida in winter; from N.Y. in spring thru autumn.
Circle No. 60 on Reader Service Card
Ad appears on page 2.

Dude Ranches

ROCKING HORSE RANCH

Box 306
Highland, New York 12528
914/691-2927
A. Turk

Dude Ranch—Resort
Circle No. 61 on Reader Service Card

Hotels/Resorts

BEACH CLUB HOTEL

3100 North Ocean Blvd.
Ft. Lauderdale, Florida 33308
305/564-8502
Jack Lindeman

On our own private beach! Catering to individual, couple, and family vacationers. Special industrial rates.
Circle No. 62 on Reader Service Card
Ad appears on page 73.

GRAND HOTEL

Number One Hotel Way
Anaheim, Calif. 92802
714/772-7777
Bruce Robertson

Located directly across from Disneyland Park; commercial rates; tour packages; easily accessable from airports and freeways; three restaurants; three lounges; tour buses leave from hotel to all major Southern California attractions including Lion Country Safari, Knotts Berry Farm, Universal Studios, etc. Complimentary shuttle to Disneyland.
Circle No. 63 on Reader Service Card

HOLIDAY INNS CARIBBEAN DISTRICT

2201 Collins Avenue
Miami Beach, Florida 33139
305/534-1511
Michael A. Picot

Special group rates, marketing information and general assistance for program development to Holiday Inn Caribbean resorts.
Circle No. 64 on Reader Service Card
Ad appears on page 33.

INTER-CONTINENTAL HOTELS CORP.

200 Park Avenue
New York, New York 10017
212/973-6433, 212/973-2285
Miss Edwardina D. O'Brien

Full service hotel group with 70 hotels on 6 continents.
Circle No. 65 on Reader Service Card

ISSA HOTELS

464 S. Dixie Highway
Suite 200
Coral Gables, Florida 33146
305/661-8513
R. Neeman, Director of Marketing

Circle No. 66 on Reader Service Card
Ad appears on page 49.

RAMADA INNS, INC.

3838 E. Van Buren Street
Phoenix, Arizona 85008
602/273-4000
Baden R. Peters

World wide Hotels/Motels and resorts. Toll-free reservations—800/228-2828.
Circle No. 67 on Reader Service Card

RODEWAY INNS OF AMERICA

P.O. Box 34736
Dallas, Texas 75234
214/243-1021
John D. Clark Jr., Director of Marketing

150 Fine motor hotels coast to coast. Call toll free 800/228-2000 for reservations, or write for a free 1975 Directory.
Circle No. 68 on Reader Service Card

RUNAWAY BAY HOTEL

P.O. Box 58
Runaway Bay, Jamaica
Anthony Ferrari

Circle No. 69 on Reader Service Card
Ad appears on page 49.

THE SHERATON CORP.

470 Atlantic Avenue
Boston, Mass. 02210
617/482-1250
R.D. McGrail, V.P. Sales

Worldwide hotel chain featuring exciting international and resort destinations, complete meeting facilities.
Circle No. 70 on Reader Service Card
Ad appears on page 3.

SHERATON/KINGSTON HOTEL

Knutsford Boulevard
PO Box 83
Kingston, Jamaica
926-5430
Keith Pilgrim, Dir. of Sales, or
Mrs. Smatt, Sales Mgr.

Complete, full service facilities including tours of the island.
Circle No. 71 on Reader Service Card
Ad appears on page 62.

Recreational Vehicle Rentals

WESLOS RECREATIONS

1069 E. Monte Vista Ave., Box 789
Vacaville, Calif. 95688
707/448-1075
C. "Wes" Simmons

RV rentals for clients flying to San Francisco, & other airports. Recreation vehicles are fully equipped with cooking, eating, and sleeping facilities.
Circle No. 72 on Reader Service Card

Specialty Tours

HOTEL DU PONT

11th & Market Street
Wilmington, Delaware 19899
302/656-8121
Harry F. Green

Packaged group tours of world-famous Langwood Gardens, Winterthur Museum, historic New Castle, Brandywine River Museum & other sites of beauty & history in the fabled Brandywine Valley.
Circle No. 73 on Reader Service Card
Ad appears on page 7.

PAC A BAG

426 Dartmouth Road
Burbank, Calif. 91504
842-9244
Ted Cutter

Fore-Love-Match. Escorted golf and tennis tours to Canada, Hawaii, Bahamas and all of U.S.A. Arrangements made for your group or Pac A Bag and go with us.
Circle No. 74 on Reader Service Card

Themed/Amusement Parks

BUSCH GARDENS—LOS ANGELES

16000 Roscoe Blvd.
Van Nuys, California 91406
213/997-1171
Manager, Tour & Travel

A unique family fun center with exciting rides, shows and attractions. The all new "old St. Louis" area opening in Spring, 1975 will feature additional rides, shows, games, arcades, food facilities and gift shops.
Circle No. 75 on Reader Service Card

HERSHEYPARK (Div. of Hershey Estates)

Hershey, Pa. 17033
717/534-3916
Lowell Paul, Sales Manager

The cleanest and greenest themed park in the country according to Holiday Magazine. Unique rides, attractions, shows, entertainment. Hersheypark—A Happy Experience!
Circle No. 76 on Reader Service Card
Ad appears on page 6.

KINGS DOMINION—RICHMOND, VIRGINIA

414 Walnut Street
Suite 1000
Cincinnati, Ohio 45202
513/579-0660
Phillip A. Dempsey, Travel Director

Premier season in 1975. $50 million entertainment center. Largest in Mid-Atlantic area. Four themed areas, Lion Country Safari and Scooby Doo, too. Group rates are available.
Circle No. 77 on Reader Service Card

KINGS ISLAND—CINCINNATI, OHIO

414 Walnut Street
Suite 1000
Cincinnati, Ohio 45202
513/579-0660
Philip A. Dempsey, Travel Director

One of the most popular themed parks in America. Five different areas, Lion Country Safari, Jack Nicklaus Golf Center, Kings Island Inn, and camping. 1,600 acres of fun. Group rates available.
Circle No. 78 on Reader Service Card

OPRYLAND U.S.A.

P.O. Box 2138
Nashville, Tenn. 37214
615/889-6600
Nathan R. Cline, Group Sales Mgr.

Individual Discount Coupon Program for companies employing 300 or more. Also group discounts on our one-price admission concept when visiting on a single day together.
Circle No. 79 on Reader Service Card

SIX FLAGS OVER MID-AMERICA

Box 666
Eureka, Missouri 63025
314/938-5300
Robert D. Bennet, General Sales Manager

Six Flags over Mid-America, the midwest's foremost family entertainment center, located 30 minutes from downtown St. Louis. Special employee discount programs and group rates available for NIRA members.
Circle No. 80 on Reader Service Card

Tourist/Information Boards

JAMAICA TOURIST BOARD (Chicago)

36 South Wabash Ave.
Chicago, Ill. 60172
312/782-0264
Hopeton E. Fearon

JAMAICA TOURIST BOARD (New York)

200 Park Ave.
New York, N.Y. 10017
212/682-3931
Thomas F. Donnelly

JAMAICA TOURIST BOARD (Washington, D.C.)

1120 Connecticut Ave.
Suite 940
Washington, D.C. 20036
202/223-3093
T. William Jordan

Assistance in coordinating group travel to "The near island with faraway pleasures."
Circle No. 81 on Reader Service Card
Ad appears on page 66.

LOUISVILLE VISITORS BUREAU

Founders Square
Corner of 5th & Walnut Streets
Louisville, Kentucky 40202
502/583-3377
Richard B. Carlin, Manager

Free information, literature, and assistance concerning tourist facilities and opportunities in the Louisville area.
Circle No. 82 on Reader Service Card

SAN ANTONIO CONVENTION & VISITORS BUREAU

602 HemisFair Way
San Antonio, Texas 78298
512/223-9133
Sharon Eason, Manager, Visitor Relations

Convention and tourist sales, advertising and promotion for "One of America's Four Unique Cities".
Circle No. 83 on Reader Service Card

Travel Agents/Tour Operators

ADVENTURE HOLIDAYS WEST LTD.

337 Merrick Road
Lynnbrook, N.Y. 11563
516/593-2202
212/343-2714

Circle No. 84 on Reader Service Card
Ad appears on page 68.

CIE TOURS INTERNATIONAL LIMITED

564 5th Ave.
New York, N.Y. 10036
Toll free—800/223-5568
212/765-5530
Miss Ena Langan

Specialists in all types of group travel programs in Great Britain and Ireland. Our staff of over 20,000 will design and operate a complete package for your club or organization.
Circle No. 85 on Reader Service Card

DEL WEBB WORLD TRAVEL

P.O. Box 15313
Las Vegas, Nevada 89114
800/634-6677
Ken Swanson, Director of Marketing

Del Webb, who has been well-known within the resort and leisure industry, has now increased its capabilities further with formation of the travel company. It currently offers deluxe programs to Las Vegas, Hawaii, Mexico and Spain. With 1975 being a dollar-watching year, Del Webb's Caravan Program, which offers United Airline charter service on Mondays and Fridays in connection with either the Sahara or Hilton Hotels, has received volume requests, to date.
Circle No. 86 on Reader Service Card
Ad appears on page 60.

EGR TRAVEL INTERNATIONAL INC.

275 Madison Ave.
New York, N.Y. 10016
212/725-1600
John P. Kiley, President

Send for free report on how to custom-tailor employee and association travel programs to the needs of your specific group. Includes tips on planning, promotion and operation. Available on request at no obligation.
Circle No. 87 on Reader Service Card

FOREST TRAILS OF AMERICA

4350 E. Camelback Road
Phoenix, Arizona 85018
602/959-1360
Dick Wensel

Covered wagon adventures in cool crisp Colorado! A trip through the past by covered wagon, horseback, and narrow gauge railroad with all the beauty and excitement of the Colorado Rockies!
Circle No. 88 on Reader Service Card
Ad appears on page 17.

HAWAIIAN POLYNESIA TOURS (A G&W Company)

2020 N. Broadway
Santa Ana, Calif. 92706
K. C. Gresowski, President
714/558-7633

12 years of success in economically priced group travel to Hawaii, Caribbean, Mexico, Alaska. Outstanding group golf programs to Hawaii, Caribbean, & Mexico. All groups professionally escorted.
Circle No. 89 on Reader Service Card
Ad appears on Cover II.

MARK 10 LTD.

919 N. Michigan Ave.
Chicago, Ill. 60610
312/440-1881
Richard M. Porter, President

Custom specialists in coordinating travel packages, accommodations, and space for convention and sales meeting groups for industry and the travel trade.
Circle No. 90 on Reader Service Card
Ad appears on page 29.

TRAVEL IMPRESSIONS LTD.

70 Glen Cove Road
Roslyn Heights, N.Y.
516/484-5055
212/895-3830

Creative concepts in group travel.
Circle No. 91 on Reader Service Card
Ad appears on page 53.

Travel Publications

JAX FAX

Jax Building
9 Webbs Hill Road
Stamford, Conn. 06903
203/329-2001
Clifton N. Cooke, President

JAX FAX is the standard quick-reference directory for all types of charter flights and tours for individual and groups of any size. Published monthly.
Circle No. 92 on Reader Service Card
Ad appears on page 62.

Travel Services

ASK MR. FOSTER TRAVEL SERVICE, INC.

16055 Ventura Blvd. Suite 520
Encino, California 91436
213/986-9980
Diana Marie Todaro

Since 1888—complete travel services including airline & hotel confirmations; wholesale programs for individuals and groups.
Circle No. 93 on Reader Service Card

Travel Wholesalers

ARTHUR FROMMER INTERNATIONAL, INC.

70 Fifth Ave.
New York, New York 10011
212/691-4300
Group Adventures Department

Specialist in low cost ground arrangements in London, England.
Circle No. 94 on Reader Service Card

ELKIN TOURS, INC.

24275 Northwestern Highway
Southfield, Michigan 48075
313/358-1234, Elliott D. Samson
312/332-4218, Ken Trefilek

Largest midwest operator of group travel programs specifically designed for employee organizations and clubs, offering unique destinations at exceptional values.
Circle No. 95 on Reader Service Card

HOLIDAIR LTD.

1505 Commonwealth Ave.
Boston, Mass. 02135
617/783-5500
Hal Engler, V.P. Sales

Specialists in programs designed for retirees. Featuring up to 6-week apartment hotel vacations to Spain and other European destinations.
Circle No. 96 on Reader Service Card

INCENTUR INC.

580 Fifth Ave.
Suite 2800
New York, New York 10036
212/869-8390

Group travel wholesaler, specialized in Spain and Portugal.
Circle No. 97 on Reader Service Card

O'NEILL INTERNATIONAL TRAVEL SERVICE

5118 Broadway
Oakland, Calif. 94611
415/655-0831

Group tours and conventions: Special interest tours in Europe, South Pacific, Orient, South America, North Africa and the Middle East.
Circle No. 98 on Reader Service Card

WORLDWAYS/ HAWAIIAN HOLIDAYS

500 5th Ave
New York, New York 10036
212/736-5186 (Worldways)
212/736-2929 (Hawaiian Holidays)
Arnold Light

Organizers of group and charter travel to all major world destinations. All aspects handled from promotion to trip supervision. ASTA and ATC members.
Circle No. 99 on Reader Service Card
Ad appears on page 4.

WORLDWAYS TRAVEL CORPORATION

500 Fifth Avenue
New York, New York 10036
212/736-5186
Arnold Light

Worldways Travel Corporation is a professional group-oriented marketing/ travel organization serving the vacation and business travel markets. We are members of ASTA and are bonded, authorized agents for all international and domestic airlines.
Circle No. 99 on Reader Service Card
Ad appears on page 4.

SAVE AND USE THE TRAVEL SERVICES DIRECTORY

The companies listed in this directory have shown a real interest in industrial recreation and employee group travel. They are professionals experienced in handling special problems and special requirements. And they deserve your support!

INDEX

Airlines/Scheduled. 2
Cruise/Ship Lines. 2
Dude Ranches. 2
Hotels/Resorts. 2
Recreational Vehicle Rentals. 3
Specialty Tours. 4
Themed/Amusement Parks. 4
Tourist/Information Boards. 5
Travel Agents/Tour Operators. 5
Travel Publications. 6
Travel Services. 6
Travel Wholesalers. 6

NATIONAL INDUSTRIAL RECREATION ASSOCIATION
Suite 2020, 20 N. Wacker Drive
Chicago, Illinois 60606

Phone 312/346-7575 or 263-6713

Save time;

Virtually all of the companies listed in this directory have literature available for you and your employees. If you would like information from any of these companies; or information on any specific travel programs or problems, just fill in this sheet, place it in an envelope addressed to National Industrial Recreation Association, 20 N. Wacker Drive, Chicago, Illinois 60606 and drop it in the mail. We'll do the rest!

I NEED MORE INFORMATION ON...

Cut and Mail to NIRA

February 75 Travel Services Inquiry: _____

_____

_____

_____

_____

_____

_____
Company

_____
Name Title

_____
Address

_____
Zip

washington scene

by John G. Tutko, CIRA
Chief
Headquarters
United States Air Force
Recreation Services
Directorate of Administration

Nationwide recreation plan

Former Secretary of the Interior Walter Hickel has prepared a draft outdoor recreation plan, which was recently printed for public distribution by the Senate Interior Committee. The plan advocates a nationwide outdoor recreation plan, entitled "The Recreation Imperative." It calls for massive financial assistance and increases by the government for the Land and Water Conservation Fund, and redirection of most of the dollars to urban areas. For a free copy, write to the Committee on Interior and Insular Affairs, U.S. Senate, Washington, D.C. 20510, attention: Documents.

HQ USAF Recreation Services gets Armed Forces Recreation Society honors

The U.S. Air Force Recreation Services Headquarters in Washington, D.C. was selected by The Armed Forces Recreation Society to receive an award in the field of recreation. The HQ USAF Recreation Services was in competition with Recreation Services people worldwide. The award — the AFRS Executive Fellow Award for 1974 — was presented at the National Recreation Park Congress held recently in Denver. Your Washington Scene columnist was recipient.

House approves community development funds

Some $2.179 billion was appropriated by the House recently for community development. The House completed the action on a supplemental appropriations measure, H.R. 16900, providing funds for the operation of a new Community Development block grants program, which has replaced HUD categorical grants, including open space. The legislation is now before the Senate.

Pollution control not inflationary

Russell W. Peterson, Chairman of the Council on Environmental Quality, has aired a recent study which reveals that pollution control expenditures are not responsible for the nation's current inflation problems, according to the Wildlife Management Institute. The study shows, states Peterson, that environmental programs have accounted for about one-half of one percent of current inflation. It also shows that projected investment and operating cost for pollution control devices would have little impact on economic growth over the next 10 years. □

PUBLIC NOTICE
WAGON TRAINS
DEPARTING WEEKLY THROUGH THE
ARIZONA DESERT!

The mule teams forward with the snap of the reins! The hitches pull tight and the great Conestoga Wagons begin to roll! A cheer goes up as the outriders swing into their saddles and head out along cactus-studded trails toward the distant mountain peaks. **And you are there!**

Return with us now to those thrilling days of yesteryear! Spend a thrilling pioneer weekend on beautiful desert trails. A weekend with the giant saguaros and spindly ocotillo...the prickly pear and cholla. A weekend of riding, hiking, rockhounding—and best of all, *eating*. You'll be dining in Arizona's only authentic restaurant...'round the campfire under open skies! And it's an adventure in itself especially when your trail boss is Gale Wingfield, longtime cattleman and rancher whose family pioneered in the West!

Saturday night there will be big 16-ounce steaks following fine liquid refreshments. Then some singing 'round the campfire before turning in to your cozy padded tent. When you wake up, the bacon will be sizzling, along with the potatoes, pancakes, eggs, sourdough biscuits, cowboy coffee and all the good things that taste so much better out on the trail.

Weekend wagon train rides, $65 per person (children under 12, $45) including food, riding and all equipment except personal items.
Steak rides $12...Barbecue rides...$9 (Prices per person for groups of 20 or more)
A great experience for clients, employees, families — anyone! 10% Discount for NIRA affiliates.

Please send complete details on
__Weekend Wagon Train Rides __Dinner Rides
I would like __Brochures __Posters (8½" x 11")
__Posters (11" x 17")
Name _____ Company _____
Position _____ Address _____
City _____ State _____ Zip _____
Mail to:
Dick Wensel
Forest Trails of America
4350 East Camelback Road
Phoenix, Arizona 85018
(602) 959-1360

CIRCLE 104 ON READER SERVICE CARD

cover story

The 40 Year Success Story of the Inland Steel Athletic Association

by
Richard G. Young
President
Inland Athletic Association
Inland Steel Company

LESS than 50 miles southeast of Chicago, on the shore of Lake Michigan tucked away in the highly industrialized northwest corner of Indiana, lies a mammoth, fully integrated steel-making facility — Inland Steel Company, established in 1893, where some 23,000 men and women work around the clock 365 days a year.

Behind this scene, lies a unique story in industrial recreation, a story that spans four decades.

A formal recreation program at Inland Steel began 40 years ago with the inception of the Inland Athletic Association, which today boasts a membership of 13,600. Through the Association, the Inland Steel employee has been able over the years to get to know his fellow employees on other than a job situation basis. Offered is a well-balanced program of athletic, social and cultural activities designed for the relaxation and betterment of the employee and his family. And the competition which the employee experiences through recreational activities, helps build pride in himself, in teams, in departments and in the company.

Management Support Makes it Work

ALTHOUGH it costs an employee only $1 a year to join IAA, the budget to support the total program is much greater than our $13,600 membership dues can sustain. Consequently, the company supports financially the Association's programs and top management supports the Association by attendance at various functions and by sincere interest in the annual program.

Reaching the vast numbers of employees in four separate plants is a gigantic undertaking, again only possible through management support. Management enables the IAA to make maximum utilization of all means of communication. The primary and most frequent source of communication is through the bi-weekly plant newspaper. In addition, we have 500 plant bulletin boards which are used for promotion of activities. Another source of communicating — on an annual basis — is by inclusion of information about IAA along with the annual membership card, sent through the plant mail.

Organization — Key to Success

THE administration of the IAA and its activities is accomplished by a team of volunteers. There are 100 Mill Department Representatives who are appointed. From this body, a Board of Directors (11 members) is elected for three year terms in staggered order. The Board then elects a President for a three-year term. The President appoints his Activity Chairmen who, in turn, are responsible for administering each activity. The President is the chief administrative officer and operates closely with the Management Representative, a supervisor from the Community Relations Department. Current Management Representative is Don Yohe, who has represented Inland in NIRA since 1946.

With such a structure, membership and participation are open to any bargaining unit and salaried employee, including the Plant General Manager and retirees, who are given a lifetime membership at the time of retirement.

20 Activities — An Extensive List

THE Association offers something for everyone. However, it must be noted that Inland Steel has no recreation facilities of its own. Rather, all programs are carried on through rental, leases, hourly rate and cooperation with local recreation facilities and nearby school systems.

Bowling and **golf** are two of our most popular activities, each attracting over 1,000 participants every year in about 20 different men's, lady's and mixed leagues. In addition, in 1974, three bowling tournaments drew another 1,727 bowlers to the lanes. One of our bowling tournaments was held at a local brand new 64-lane house, which is the newest and finest facility available. Three golf outings brought out another 1,386 golfers to the links. By playing golf outings on Friday and Saturday we can attract some of our people who may be off of work on one day or another, and by hitting off tees #1 and #10 simultaneously for a period of time, we can move a large number of golfers.

Another long-established activity is **basketball.** East Chicago and the Calumet Area have long been producers of fine high school basketball talent. We have two eight-team leagues each. The competition is fierce, but enjoyed.

Twelve-inch **Softball** and 16" **Mushball** for men have been long established and annually attract 440 players. Team play is spirited and many top flight players turn out each year.

An activity that was started about seven years ago and is popular particularly with our young people is **skiing.** We have an active ski club that offers instructional sessions for beginners, week-end skiing trips to Michigan and Wisconsin and three or four one-week skiing trips per year to Aspen, Colorado; Park City, Utah, Spain, or Switzerland. The activity attracts 150 persons per year.

One of our fast growing activities is **tennis.** In 1972 we had approximately 60 employees playing in outdoor summer leagues. In the fall of 1972 we started a winter indoor tennis program and currently have around 200 playing tennis in men's, women's and mixed doubles leagues.

A new activity that has just started and has excited about 60 of our employees is **Self-Defense.** Self-Defense is the ancient art of defending oneself by using the martial arts.

Another activity that has been snapped up by our young people is a new endeavor for us — **Ice Hockey.** We have 60 people playing weekly. The implementation of successful Self-Defense and Ice Hockey programs are prime examples of activity chairman enthusiasm and organization.

Bridge is an established activity enjoyed by approximately 50 employees.

Fishing is another growing activity at Inland. Since Inland Steel is located on the Lake Michigan shore, the Coho and Chinook placed in the lake cause quite a fishing fever in our area. The IAA sponsors two fishing contests each year. From May through November, we sponsor a fishing contest on a dozen different species. During the Coho season, April and May, we sponsor a Coho Fishing Contest which has brought in 17 to 20 pound Coho entries.

Keeping Abreast of the Times

IN analyzing our total program three years ago, it seemed we needed to offer more activities for the middle and older aged active employees as well as ac-



Richard G. "Dick" Young, President of the Inland Athletic Association, is a volunteer who is a Supervisor in the Company's Accounting Department. He holds a B.A. degree from Western New Mexico University in business administration with a minor in physical education, accounting and economics. He has a four-sport athletic background from high school and college.



Company President Michael Tenenbaum chats with one of the employee's children at the Annual Picnic. In the background is a display of the newly formed IAA Photography Club.



Pictured are 11 of the 13 living IAA Past Presidents who were honored at the 40th anniversary luncheon of the Association. Many of these Past Presidents are retired and others come from such departments within the company as Personnel; Labor Relations; Accounting; Community Relations; Medicine, and Plant Protection. At the top (far left) is Don Yohe, a Past President & current IAA Management Representative, who has been in NIRA since 1946. He is a former four-sport athletic standout at one of East Chicago's high schools and, at one time, he played professional baseball.

tivities for the retiree that would be less strenuous than basketball and softball. We also needed to broaden our program for women employees. Therefore, we set out on a three-year expansion program and have added nine new activities: 1972-73 — Chess, Men's Volleyball; 1973-74 — 12" Women's Softball, Photography, Women's Volleyball; 1974-75 — Ice Hockey, Choral Program, Orchestra, Men's and Women's Self-Defense. Seven of the nine programs are designed to meet the needs of the older employee and six of the nine may be enjoyed by women.

In addition, our **Travel Program** which was started in 1968 was **broadened** considerably in 1973. In '72, a Travel Committee was appointed and sent Inland Steel's first charter of 128 persons to Malaga, Spain, by March, 1973. The Committee's major objectives are:

1. To provide a high standard of quality hotels and CAB approved air carriers for our employees.
2. To insure that our travelers will have hospitality desk assistance at a foreign location.
3. To provide a variety of destinations and types of trips so as to offer something that might interest any of our employees including our retirees.
4. To use the services of several different travel agencies that have proven their ability to perform.
5. The most difficult of all in today's inflationary economy with rapidly fluctuating foreign exchange rates and energy price increases, but still one of our most important objectives, is to attempt to provide a quality trip at a significant dollar savings to our employees and their families.

Since the first Spain Charter and through the end of 1974, over 1,900 employees and their families have enjoyed Group Travel.

One of the examples of what a new activity can produce is illustrated on the cover of this issue. The success of the **Photography Club,** started 18 months ago, is an example of a new activity maturing quickly with the support of the activity chairman and other volunteers working hard to make an activity work.

ANOTHER activity, only 2½ months old but already contributing noticeably to the entire program, is the **Inland Choir.** Having just been formed, the group practiced diligently preparing to perform at the Annual Christmas Party. And on Dec. 14, 1974, 55 voices could be heard entertaining the 15,000 children in attendance. Once again, the success of the Choir is an example of the enthusiasm and dedication generated by an Activity Chairman and the willingness of our people to participate in cultural as well as athletic events.

Two activities that have been added for the enjoyment of **women** and have seen spirited play, are **Volleyball** and 12" **Softball.** We have just completed our second year of Girl's Softball and are entering our second season of Girl's Volleyball. We have seen in each league activity, six girl's teams of 20 each or 120 girls. One thing apparent in our second season of softball was the great improvement in the team and individual play. Both activities were headed by a lady activity chairwoman, a first for IAA.

Our **Chess Club** this past October sponsored its first Annual Tournament. Fifty chess players turned out and trophies were awarded to the first five place winners. We expect this to become an Annual Tournament, in addition to the monthly play.

In all our activities, the IAA makes a point of recognizing league and individual champs by awarding them jackets, trophies, gift certificates and giving them publicity in our company newspaper.

Family Affairs

ONE of the largest Christmas parties in the country, put on each year by our 150 Association volunteer workers for the employees children 12 years' of age and under, is the Inland Steel traditional Annual Christmas Party attended by more than 15,000. The party consists of four identical shows held in a local high school gym. Santa Claus (an IAA member) always arrives and three professional acts are booked a year in advance to insure first class entertainment for the children. Usually a well-trained animal act, trampoline, gymnastics, aerial or acrobatic types of acts are well received. Music is provided by a professional organist and this year, traditional Christmas music was provided by the newly formed Inland Choir. Also a clown is usually on the premises to insure extra laughter. Each child attending, age 12 and under, receives a gift as he leaves. In order to maintain crowd control and to insure everyone a seat and gift, the employee must pick up a ticket for each child prior to the show. The 150 volunteers assist as ushers or usherettes, getting the gifts distributed and making sure the children have a day to remember.

Then, each July, the IAA administers an all-day Saturday picnic for 10,000 to 12,000 children, accompanied by their parents. This is a day when mom, dad and the kids are invited to come, be together and share some laughter with each other and with their fellow workers and families. It is an enjoyable event and the 150 Association volunteers make sure everything runs smoothly.

The picnic is held at the 126 acre wooded Lake County Fairgrounds in Crown Point, Indiana, about 25 miles southeast of East Chicago and the plant. Eight midway carnival rides are contracted and are there for the children, age 12 years and under, to ride and enjoy for the day at no cost. Ice cream, cracker jacks and a special hat are given to the children each year. For the ladies, bingo is played and prizes given. For the men and women, fish casting and horse shoe pitching contests are held with prizes for the winners. In case transportation is a problem, Inland runs chartered buses to the fairgrounds from East Chicago and back.

IAA proves it is possible to run a well-balanced recreation program for several thousand employees, even without company facilities. But it takes these components to insure its success:

travel talk

Choosing a Travel Agent is Like Choosing a Mate

by Laurence Stevens
President
Laurence Stevens International, Inc.



SELECTING a travel agent to be responsible for the overall operation of your travel programs is akin to selecting a mate, and demands an equal amount of caution because you might have to live with one another for some time. But unlike a modern marriage — which can easily be dissolved — once you have a travel program underway you are pretty well committed to your travel agent until its completed, so choose your agent wisely, carefully, and above all, don't be pressured into accepting something you aren't secure about.

A **good** travel agent who is adept and experienced at handling groups can be a godsend, and you'll find his knowledge and expertise indispensable to the success and smooth operation of your tours.

On the other hand, an agent who lacks experience in moving large numbers of people at one time should be avoided, or at the very least viewed with a high degree of caution. A novice in the group field might quickly ruin your tour program, damage whatever connections you might have with the tour operator, hotels and carriers. This may result in disgruntled and unhappy employees not to mention leaving you with something tantamount to a nervous breakdown.

If you have already established a good working relationship with a travel agent then by all means hang on to him. Remember that no matter how many proposals you might receive from his competitors, your own agent can probably offer you exactly the same arrangement, and meet the same price; so check with him before you become involved with someone you don't know.

If you are undecided on who will handle your programs, its a good idea to meet with several agents before you make a decision. All too many organizers call in three or four agents and ask for "bids" and then end up with the lowest priced tour. Oftentimes they have completely neglected the essential task of checking the credentials of someone to whom they are entrusting a substantial amount of responsibility. Pay the agent the courtesy of visiting him on his own ground if at all possible; you will then be able to review his operation and perhaps even meet some of the staff who will be involved in assisting your group. Ask for the names of previous group clients, and then contact the organizers. Chances are that if he has done a good job for them he will do the same for you too.

If the agent has never handled group tours, be wary before you give him your business, and remember that there are incompetent travel agents just as there are incompetents in any industry or profession. The annals are full of disillusioned people who thought they were getting the bargain of all time, who became involved with unscrupulous operators, charter "organizers" or an inefficient travel agent. They ended up losing deposits, or were stranded at some far distant point unable to get back home because the agent had not paid the carrier or had absconded, or had even mislead the organizer on the charter rules.

So don't look for bargain basement programs from someone you don't know. **Always** take the time and effort to check out anyone with whom you intend to do business.

While many agents belong to trade associations such as the American Society of Travel Agents (ASTA), a great number of outstanding agents belong to no association. Just because your agent is not a member of ASTA does not indicate he lacks ability, far from it.

If you have any questions on any points in this series of articles, please write to us. Letters will be answered in this column.

We are proud to begin this month a regular travel column by Laurence Stevens. Each month he will attempt to cover a wide range of subjects designed to help readers of RM improve their knowledge of the travel field, answer any questions and assist you in planning and operating your travel programs. Stevens welcomes your comments and questions.

Stevens currently heads his own Chicago travel industry management consulting firm. His experience in the field of travel is extensive and varied. Prior to his current post, he worked 15 years for American Express Co. He first entered the travel industry in 1950 in England when he joined the Automobile Association. Upon moving to the U.S. in 1955, he immediately joined American Express' Travel Division. In 1972, Stevens opened the first employment and recruiting agency to specialize exclusively in travel industry recruiting. Travel Career Associates, Inc., is considered to be the leading such agency in the field. It was in 1973 that he formed his current company which specializes in the sale and acquisition of travel agencies, major travel corporations and a complete range of professional consulting services. He currently serves as a contributing editor to leading travel trade industry trade journals.

Inland Steel Athletic Assn.

continued from page 20.

1. The financial and moral support of company top management.
2. Maximum use of all sources of company communications such as newspaper, bulletin boards, etc.
3. Finding the right Activity Chairmen who can generate the enthusiasm to really make an activity become first class.
4. Providing a fair and equitable award system giving our people something to shoot for such as championship jackets, trophies, gift certificates, and recognition by their fellow employees.
5. Providing the overall foresight and organizational direction in order to guarantee a well-balanced program that can offer something appealing for all employees.

For more information about IAA, contact me at *Inland Steel Company*, 3210 Watling Street, East Chicago, Indiana 46312. □

associate profile

Pinehurst Hotel & Country Club offers ultimate in casual luxury

Pinehurst Hotel and Country Club in North Carolina, long recognized for attracting the greatest golfers now, under new ownership, offers the ultimate in casual luxury to a diversified clientele, ranging from young singles and couples to marrieds in all age groups . . . and at package rates tailored to moderate incomes.

Nestled in a genteel setting of stately pine trees covering 9,000 acres of rolling countryside in the mid-south, Pinehurst offers complete sports facilities as well as spacious and deluxe accomodations in an idyllic vacation atmosphere that combines gracious outdoor living and recreation with a carefree nightlife.

Internationally renowned for its five 18-hole championship golf courses, all which begin and end at the same clubhouse, vacationing golfers will find the links both fascinating and challenging to their skills.

Twelve new tennis courts and a clubhouse, beckon the expert and the neophyte. Tennis pro and director of Pinehurst's Australian Tennis Institute, is Terry Addison, holder of 23 international tennis titles.

In the same locale in which fabled Annie Oakley competed for national championship titles, men and women who enjoy the increasing popular sport of trap and skeet shooting will find an excellent facility on the hotel grounds.

For the guests who want to exercise their horsemanship there are 200 miles of meandering trails through pine-scented forests on Pinehurst's mounts.

Of course, there's swimming and croquet and bicycling for those on holiday who prefer milder activities. Lake Pinehurst invites sailing; beach parties, too, during the summer months. Pinehurst's daily program of events and functions varies with the seasons but vacationers need never be idle.

Evenings offer such diversions as outdoor barbeques accompanied by the lively music of a Dixieland Band, dinners indoors with dancing to the sounds of a society orchestra. Sturdier guests, both young and mature, may kick up their heels to the rock tunes at the hotel's discotheque.

For the romantics or those who just like leisurely-paced afternoons, Pinehurst's surrey with the fringe on top, complete with uniformed footman, will take them on a sightseeing tour of the resort.

While mini-golf tournaments can be arranged for adults, children, along on a holiday spree, are not left to fend for themselves. Among other activities lined up for them are bike trips, fishing derbies and a variety of game competitions.

And there is more for the adult: bridge tournaments, backgammon games, fashion shows for the ladies, a night for movie classics and afternoons of shopping in the quaint shops in town, all within walking distance of the hotel.

The $10 million resort complex is accessible by air, by car and by train from all parts of the country.

For individual rates contact Pinehurst Resort Central, Pinehurst, N.C. 28374 or call toll-free (800) 334-9560; or for special group rates for NIRA members, William Dowling, Pinehurst Hotel and Country Club, Pinehurst, N.C. or call (919) 295-6811. □

The Atalaya Park Hotel: a world of difference

That phrase, "a world of difference" is highly descriptive of this unique resort on Spain's Costa del Sol. Not only is the location — near Marbella — a magical one, but this five-star deluxe hotel caters to guests as few others can or do.

Take the variety of sporting activities, for example. The Atalaya Park is a sports persons dream. It offers one of the world's most beautiful championship golf courses, seven all-weather tennis courts, every water sport you can name (besides a private white sand beach on the Mediterranean, the hotel boasts five swimming pools), horseback riding, volleyball, table tennis and a gymnasium.

For those who prefer less strenuous activities, the Atalaya Park provides sightseeing excursions to bullfights, nearby villages and other attractions. The hotel itself has an extensive shopping arcade where international merchandise can be purchased at a fraction of its stateside cost, a tropical garden for wandering through or barbecue parties and top-notch entertainment in its own nightclub.

Sports buff and dreamer alike are bound to enjoy the excellent fare and service in the Atalaya's six restaurants and seven bars. They'll agree again on the spectacular views of mountains or sea from their spacious, Spanish accented rooms. And they'll never argue over the perfection on the Costa's weather: 325 days of sunshine a year with a median temperature of 70 F.

In a breathtakingly lush 20-acre setting, the Atalaya Park has 500 rooms and suites, complete meeting facilities, and a thoroughly experienced staff. There are a variety of package plans available. For more information call 212-697-4966 or write: 60 East 42 Street, New York, N.Y. 10017. □

associate profile

A bit of the Old West offered at Knott's Berry Farm

Spend a wild day in the Old West at Knott's Berry Farm, located in Buena Park, California. At the heart of the Southern California playground, Knott's is the nation's third largest outdoor family entertainment park.

Attractions include the world-famous Ghost Town Railroad trains, Butterfield Stagecoach ride, Birdcage Theatre and more. Fiesta Village offers a south-of-the-border atmosphere and a number of exciting rides. Knott's John Wayne Theatre, with a seating capacity of 2,150, is one of Southern California's newest and most modern indoor auditoriums, offering top-name, celebrity entertainment on a year-round basis.

In addition, Knott's Independence Hall is a replica of the famed building in Philadelphia. The authentic brick-by-brick facsimile is exact down to the crack in the Liberty Bell. Guided tours are available daily.

The pleasures of dining have never been better than in Knott's Chicken Dinner Restaurant, where home-cooked chicken dinners are the order of the day. Another major Steak House restaurant, buffet dining and several fast food stands are also available.

In all, Knott's has over 30 great rides and attractions, two major restaurants, two buffets, several fine shows, many fast food stands and over 50 unique shops. Knott's is open daily year around, closing only on Christmas Day. Summer hours; 9 a.m. to midnight daily. Winter; open at 10 a.m. daily until 6 p.m. and 10 p.m. on weekends. Knott's is located on Beach Boulevard in Buena Park, just south of the Santa Ana Freeway, (I-5), and just 10 freeway minutes from Disneyland.

Knott's Berry specials include:

Bonanza fun Book Admission: (Includes general admission and six tickets): $3.75 per adult; $2.50 per child (3 through 11 years).

Pac-O-Fun Prospector's Club Admission: The Prospector's Club is offered to industrial recreation programs, and is not available to the general public. (Includes general admission and seven tickets good on any ride or attraction): $3.50 per adult (an $8.95 value); $2.25 per child, 11 and under (a $6.90 value)

Special company "Day" and private party plans are also available.

For more information, please write to: Group Sales Department, Knott's Berry Farm, 8039 Beach Blvd., Buena Park, CA 90620, or call (714) 827-1776. □

Experts at Loyal Travel will do all the planning for you

Wouldn't it be great if your organization had a complete staff to develop recreational travel programs, make the arrangements and follow through so that everyone had a sensational time? Well, you can. And at no cost to the organization.

Loyal Travel has a professional staff of approximately 150 people in 39 offices throughout the United States and Toronto. They are experts in all travel and transportation services — air, rail, ship and bus — including hotels, sightseeing and general touring.

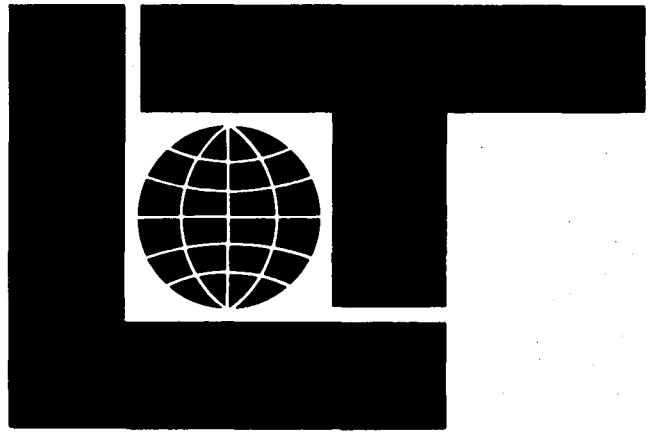
And this complete staff is at your disposal to take the planning and implementation off your hands at a savings of both time and money. Specialists in the field of group travel, last year Loyal transported more than 22,000 organizations including many NIRA members.

Conveniently located in center-city, modern high-rise office buildings, Loyal can handle not only your group travel, but also excels in personal and corporate travel, handling thousands of individuals and more than 500 corporate accounts.

Loyal is part of The Greyhound Corporation, the nation's 32nd largest industrial company. Small enough to provide personal service, this major corporation backing provides Loyal with financial security and top quality service.

Loyal may be contacting you soon, but why wait.

They are now located in: Atlanta, Boston, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Ft. Worth, Houston, Jacksonville, Kansas City, Los Angeles, Louisville, Miami, Milwaukee, Minneapolis, Newark, New York, Oklahoma City, Oakland, Omaha, Philadelphia, Phoenix, Pittsburgh, St. Louis, San Antonio, San Diego, San Francisco, San Jose, Seattle, Toronto, Tulsa, Washington and West Palm Beach. □



More New Members Join Ranks of NIRA

NIRA is proud to announce the acquisition of almost 100 new members since publication of the December issue. The Dallas Metroplex Council listed below gave us 39 new members representing 55,000 employees, and the New York Industrial Recreation Director's Association members represent some 60,000 employees. NIRA welcomes them into our ranks. Included are the first art museum and nursing home ever to join NIRA.

Organization

Decision Data Computer Corporation
Joseph A. Malitsky
Employee Relations Specialist
Horsham, Pa.

RCA Corporation-Palm Beach Division
Rustin S. Frank
Administrator Employee Communications and Services
Palm Beach Gardens, Fla.

Concordia Corporation
Robert W. Browne
Chairman
Grand Rapids, Michigan

AMF Voit Inc.
Robert L. Stoveken
Manager, Compensation & Benefits
Santa Ana, Calif.

Chesebrough-Ponds, Inc.
R. R. Jalbert
Manager, Corporate Personnel Services
Greenwich, Conn.

Marvin McClelland
New Westminster Parks and Recreation Department
New Westminster, B.C., Canada

Monsanto Co.
Robert L. Crabtree
Marketing Administration Manager
Atlanta, Ga.

Pleasure and Leisure Services
Casey Trent
Chicago, Ill.

Franklin Nursing Home
William F. Figgie
Personnel Director
Greenfield, Mass.

Utah Power and Light
Lynn Peterson
Employee Services Director
Salt Lake City, Utah

RCA Corporation
Dennis Dunlap
Manager, Labor Relations
Monticello, Indiana

Ingersoll Rand Co.
Sy Coro
Manager, Public Relations
Painted Post, N.Y. 14870

Ashtabula Rubber Co.
Thomas C. Hannah
Personnel Manager
Ashtabula, Ohio

Toleda Museum of Art
Samuel F. Hunter
Administrative Assistant
Toledo, Ohio

PepsiCo., Inc.
Gunnar Ohberg
Division of Physical Health Services
Purchase, N.Y.

Associates

Doral Hotels of Florida
Dick Boehning
Vice President-Sales
Miami, Florida

Japan Air Lines
Jim McNabb
Convention Incentive
Sales Manager
New York, N.Y.

International Speakers Network
Carleton Rogers
President
Elgin, Illinois

20th Century Fox Marineland, Inc.
Edward Prues
Group Sales Director
Palos Verdes Peninsula, California

Holidar Ltd.
Hal Engler
Vice President/Sales
Boston, Mass.

Loews Hotels
Terry Rufer
Vice President of Sales
New York, N.Y.

Four Lakes Village
Jonathan R. Talbot
Public Relations Director
Lisle, Ill.

Universities

Oral Roberts University
Paul Brynteson
Associate Professor
Health & Physical Education
Tulsa, Oklahoma

University of Cincinnati
Glenn Sample
Director of Intramurals
Athletic Department
Cincinnati, Ohio

Illinois State University
Keith Fred
Director Campus Recreation
Normal, Ill.

IRCs

Toledo IRC

Holiday Inn of Perrysburg
Barbara Gearig
Director of Sales
Perrysburg, Ohio

New York Industrial Recreation Director's Association

Peter F. Mallon, Inc.
James R. McIntyre
Service Manager
L.I. City, N.Y.

Depository Trust Co.
Miss Anahid Egazarian
Employee Activities Coordinator
New York, N.Y.

Exxon Corporation
Anne Cox
New York, N.Y.

The Bank of New York
William Yaconetti
Assistant Personnel Officer
New York, N.Y.

Mobil Oil Corporation
Diane Ackley
Administrative Assistant
New York, N.Y.

First National City Bank
Edward A. Daly
Executive Secretary
New York, N.Y.

Singer Kearfott
Division AEAA
Carmen Zambrano
Labor Records Control
Little Falls, N.J.

Comtech Laboratories
Bernard Nathan
Director of Personnel
Smithtown, N.Y.

New York Telephone
Josephine Brostowicz
Staff Assistant
Yonkers, N.Y.

Mount Sinai Medical Center
Inez Greenstadt
Director of Recreational Activities
New York, N.Y.

NYU Medical Center
Patricia Byrne
Director Recreational Activities
New York, N.Y.

Mony Employees Association
Madalyn Gomber
Employee Activities Assistant
New York, N.Y.

N.Y. Property Insurance
Underwriting Association
Susan Driscoll
Personnel Director
New York, N.Y.

Metropolitan Life Insurance Co.
Howard J. Golden
Employee Activities Director
New York, N.Y.

Dallas Metroplex Council

Metroplex Rec. Council
Boyd Rosser
Richardson, Tx.

Bell Helicopter Co.
Monty Morgan
Fort Worth, Tx.

Harris Corporation
Jim Penny
Personnel Manager
Kennadale, Tx.

Federal Business Association
Corps of Engineers Fed. Building
Jimmy Baggett
Fort Worth, Tx.

E. Systems Inc.
Lil Hart
Secretary
Dallas, Tx.

Baylor University Medical Center
Elvis Bates
Personnel Director
Dallas, Tx.

Kimbell Inc,
James Hunter
Fort Worth, Tx.

The Southland Corp.
Mickey Negron
Dallas, Tx.

Recognition Equipment
David Hoel
Field Engineering Supervisor
Dallas, Tx.

Mostek Corporation
Boyde Rosser
Personnel Administrator
Carrollgon, Tx.

Lenndy Industries, Inc.
Ed Mabe, Jr.
Personnel Manager
Fort Worth, Tx.

Justin Boot Company
Delena Doyle
Personnel Director
Fort Worth, Tx.

First National Bank in Dallas
Sherry Lesser
Communications Assistant
Dallas, Tx.

Zale Corporation
James D. McBride
Assistant Vice President
Dallas, Tx.

Equimatics Co.
Ron Anderson
Personnel-Recruiting
Dallas, Tx.

ElFab Corporation
Shelia Schirato
Manager of Industrial Relations
Dallas, Tx.

Docutel Corp.
James R. Wimberly
Manager, Personnel
Dallas, Tx.

Crown Cork & Seal Co.
James A. Cavaller
Manager, Industrial Relations
Fort Worth, Tx.

Continental Trailways
Howard H. Harriman
Personnel Administrator
Dallas, Tx.

Community Public Service
Lloyd B. Parker
Director of Personnel
Fort Worth, Tx.

Braniff International
Jerry W. Dobben
Director of Personnel
Dallas, Tx.

Atlantic Richfield
J. Wiley Phillips
Director Personnel Development
Dallas, Tx.

American Airlines
John O'Connor
Sales Representative
Dallas, Tx.

Varco Semiconductors, Inc.
John Benyak
Employee Relations Mgr.
Garland, Tx.

Texas Electric Service
James Tolbert
Employees Services Coordinator
Fort Worth, Tx.

Red Top, Inc.
Bill Nate
Marketing Director
Fort Worth, Tx.

United States Navy
Henry D. Stence
Director Special Services Dept.
Corpus Christi, Tx.

Allied

Larry Gerlack
Manager, IBM Club and Food Services
Junction, Vt.

James Russell
Manager, IBM Club Administration
Owego, N.Y.

Jean Happel
Director
Inland Steel Club
Chicago, Ill.

Brooks H. Vinson
Senior Administrative Assistant
Jet Propulsion Laboratory
Pasadena, Calif.

Students

Dennis Gilbert
Western Illinois University
Macomb, Ill.

Paul Demenok
Waterloo, Ontario, Canada

Sharon A. Weiner
North Massapequa, N.Y.

Joseph P. Rodzai
Cortland State College
Elmira, N.Y.

Alana Marie Mastrian
Pennsylvania State
State College, Pa.

James Sakalian
N.Y. State College
Cortland, N.Y.

Ron Campbell
Chico, Calif.

Ernest Christus
La Crosse, Wisconsin

Nancy Anderson
Eastern Michigan University

Gary Kraase
University of Wisconsin
LaCrosse, Wisconsin

Individuals

Tom Stinson
Farmington, N.M.

Kenneth Triesen
Recreation Director
City of Rosemount Minnesota
Rosemount, Minn.

Paul Heinkel
Alton, Ill.

Donald Hutchins
Ft. Worth, Texas

by James F. Miller
President
Miller Tours, Inc.

What is IATA and why are they saying all those things about it?

IATA sets international air fare structures; delays in this have often caused problems for recreation directors. Below are some explanations and solutions.

FOR the past several years, everyone who has traveled internationally has suffered from the delays in creation of the airfare structure by the International Air Transport Association. These delays have caused disrupted planning and delays in promotional campaigns which in turn lower participation in international travel programs.

The effects of delays in setting rate structures cover three basic areas.

The most direct effect, of course, is on the airlines themselves. It becomes close to impossible to establish scheduling and capacity for international routes if the price of this service has not yet been established. If these two decisions cannot be made, then, of course, it is as difficult to make the decisions affecting new equipment purchases, number of employees, ground equipment investment and other operational decisions.

In addition to the airlines, the tour operators are equally restricted in their decision making by the delay in rate structures. It is impossible for them to assess the reaction of the market place to a price offering, if they cannot establish that price. This means they can neither set capacity nor price for their products.

The result of these problems, of course, is passed on to those responsible for offering travel services to their employees as well as those who wish to participate in travel.

As a recreation director, you are frequently confused by the fact that no tour operator or carrier can give you a price for a product to be available in the next year. **The question here is why IATA seems to delay its final decision and what does this do to people involved with planning travel programs?**

Who is IATA? It is probably wise to consider the history of IATA and its purpose in order to understand better its methods.

IATA, as it is known today, was founded in 1945. It came as a result of bitter and wide differences between several countries on international air transportation policy and regulations. According to its charter, the basic purpose of IATA is to promote air transport and to foster air commerce. It also provides a means of collaboration among air transport enterprises and a central and coordinated body that can deal with other international organizations. IATA currently has approximately 100 members, which are airlines. IATA established fares cover 95 percent of all international travel. The fare setting structure of the organization establishes in excess of 60,000 fares covering all phases of international air transportation.

The international air fare situation is affected by two basic forces. The first is IATA which is interested in the technical and financial aspects of air transportation. The second force is the governments of the world. An individual fare between two countries is actually approved by the regulatory agencies of the governments of those countries. However, the regulatory bodies in today's structure will approve only IATA established fares. These two-country pacts are called bilateral agreements.

The North Atlantic market has been the primary problem facing IATA in establishing the international air rate structure. This problem is created because most traffic on this route originates in the United States. To the American traveler, Europe is basically a whole. The point of arrival in Europe is not of utmost importance. This means that instead of having a negotiated rate between just two countries, we have a negotiated rate among approximately 12 countries governing the trans-Atlantic traffic. This, in turn, creates the problem of establishing a rate between the United States and individual European cities — no one destination city will have an advantage in encouraging arrivals by virtue of offering lower fares, on a per mile basis, to that city. To avoid this problem, over the past several years, the deciding body on rates has been IATA.

No package of fares created by IATA can stand, unless the complete package is approved by the Civil Aeronautics Board of the United States. This means that IATA negotiations for the North Atlantic area have been carried out primarily under the influence of the CAB. If the CAB has a policy toward fare structure, IATA has typically followed that policy. As with all international negotiations, the power of the USA to affect the rate structure has not been looked upon with favor by many international governments, who feel their say in the establishment of this rate structure should be greater than it is. And it is this difference which has been the primary cause of the delays in reaching a settlement on international air fare. (It must be noted that governments in Europe own or control, by far, the majority of all international airlines operating in that area.)

Government interest in the air fare structure is predicated on the fact that the tourist dollar represents a large percentage of their foreign balance of trade. The hope is any expenditures made by the tourist in a particular country will far outweigh any loss incurred by the carriers. The other side of this relationship is the United States carrier which exists solely to create a profit and a return on investment for its stockholders. It is therefore impossible for U.S. carriers to benefit from lower-than-cost airfare to any destinations.

Because the negotiators have different interests, it becomes difficult to reach an agreement. Thus, the battle continues until someone finally decides that no agreement will be reached and IATA decides to maintain the same basic rate structure (usually with some increases) as before.

Recently, it has been unfortunate that the IATA carriers have, each year in their initial proposal, offered some very attractive, low cost air fares. However, not one of these low cost fares has gone into effect. While the marketing staff of the carrier has come to the recreation director with the anticipation of low costs, they have not become reality which has further served to confuse and delay the final decisions made by the recreation director. This delay is also passed to the individual who wishes to participate in an employee travel program. Frequently the delay can cause the employee not to participate at all, because of vacation scheduling problems and his inability to change his vacation once a final decision has been made. This, of course, lowers participation in the program. Because the individual cannot understand all the factors involved, this frequently results in bad publicity for the recreation department itself.

What may the recreation director do?

What may the recreation director do to avoid this delaying situation? There are several options which offer a greater possibility of success and confidence in the recreation department.

When you receive information regarding future prices, remember, that over the last several years, the low-priced future offerings have never materialized. Based on this fact, it would be wise to ignore **very** low cost fares that are "subject to governmental approval."

Another method which will help insure stability is to deal with charter aircraft. This is often more stable because contracts for chartered aircraft are signed sometimes a year in advance and the carriers are much more reluctant to change the tariff portions of these contracts (not including fuel surcharges) because of the negotiability of the contract itself. The carrier cannot use the excuse that it is necessary to charge a higher price because the scheduled service **must** operate. The charter operates only if both parties agree to the cost. While fuel surcharges have recently plagued the charter and the scheduled service market, the changes in cost have been apparent much farther in advance for charter traffic than for scheduled traffic.

Probably the most important thing a recreation director can do in assessing his plans is to listen to the advise of, and negotiate with, the suppliers (be they tour operators or airlines) who throughout their negotiations have represented an honest and realistic viewpoint. An airline that guarantees lower rates, no matter what happens, does a disservice to the recreation director. No sales person can control the tariff decisions of IATA.

This also holds true with the tour operator. If, the tour operator's record shows that prices charged versus the prices offered have remained relatively the same, you have a much better chance of actually operating at the price originally quoted than in the case where prices have continually been increased.

The best route to take in making travel decisions in general, is to know the people you deal with, take the time to investigate their services and their reputation, before you are too far committed to make changes. Remember, your decision affects the plans and pocketbooks of many of the employees of your company.



New, Rugged, All-Aluminum Southern PIKNIK Outdoor Tables

• *Tough* extruded aluminum alloy. • *Lasting* decorator colors in polyester baked enamel. • *Proved* durability and low maintenance—same materials used in thousands of stadium seats. (We pioneered aluminum stadium seating.)

Send for FREE COLOR LITERATURE and Specifications

HOWMET

HOWMET CORPORATION
ALUMINUM GROUP
SOUTHERN EXTRUSIONS DIVISION
P.O. Box 40, Magnolia, Arkansas 71753, (501) 234-4260

CIRCLE READER SERVICE CARD NO. 105

The Forum on the CAB

The greatest volume of public protest mail — some 4,000 letters — in the Civil Aeronautics Board's 36-year history descended on the Board in opposition to the proposal to end affinity charter rules this year. Hundreds of NIRA company members, who sponsor group travel programs, were among those who sent in their letters of protest to CAB.

Once the CAB ruling was announced, NIRA took action. Initially, a telegram was mailed to company members in three areas of the country inviting them to attend National Air Carriers Association emergency meetings in Los Angeles, Chicago and New York. This was followed up with a special report issued from NIRA headquarters assailing the CAB proposal and telling our members to act now — "apathy is the surest way to insure the CAB's success in this matter." The report detailed the CAB proposal, listed some of the ramifications if such a proposal were approved, and gave specific instructions on how to write a formal protest to the CAB as well as letters to senators and congressmen.

In addition, NIRA wrote the CAB, our two Illinois senators and all congressmen protesting the CAB action.

Below are some excerpts from letters sent by our members.

To the CAB:

"The Employees' Activities Club of New Jersey Bell and the H. G. McCully Chapters, Telephone Pioneers of American Joint Tour Committee, represents 35,000 employees and 6,000 pensioners.

"About 90 percent of our travel program is composed of affinity flights of seven days duration.

"Our estimated total of money spent by participants in 1974 will be about $297,000. Unless a better substitute for the "One-Stop Inclusive Tour" offer is implemented, our employee group travel program, which has been in effect since 1960, will terminate.

"Our travel program is a morale builder of employees and pensioners alike."

Mary Jane McCardle
Chairman, Joint Tour Committee
New Jersey Bell Employee Activities

"Our trips are promoted via our bulletin boards and employee newspaper and are available only to our employees, agents, retirees and their immediate families. After deciding on about three destinations each year and soliciting bids from travel agencies, we promote and sell the trip to our employees using our own materials. We 'split-charter' and usually sell 120-160 seats each time, and this is all done with practically no expense to the agent or airline. If we can save expenses in such a manner, aren't we entitled to fares lower than are obtainable by other "high-overhead" customers? In fact, if you take the price advantage away from us, why promote any trips at all. The alternatives you have proposed mean that everyone will pay the same fare (which has a nice sound until you realize it means that there would be no particular reason for anybody to promote trips and therefore a lot fewer customers). It seems that the airline's current problems would be helped by selling more, not fewer seats. Here are some other facts you should consider:

"1. All our trips are flown on *US carriers* (both scheduled and supplementals).

2. Approximately 40% of our employees do not travel except on our trips. Age, health, inexperience and other factors make individual travel difficult and employee confidence is high for a trip that we sponsor. This confidence is difficult to explain, but is part of the respect and trust we work so hard to generate with our employees. I feel that if these people are denied an affinity charter (because there will be no good reason to sponsor one) they will not travel at all. Again, fewer seats solve none of the problems of our airlines.

3. In addition to my objection that your alternative to affinity charters presents no economic advantage warranting a promotion by an employer, I see other weaknesses in your alternative.

(a) Employee groups need shorter minimums stays than 7 days. Most of our trips are 7 nights, but recent federal legislation promoting longer weekends means there is a big demand for charter trips to utilize these longer weekends.

(b) Advance purchase plans are not satisfactory for employee groups. We have *never* lost any employee deposits since we are able to replace drop-outs from a waiting list. Both land operators and airlines know that we deliver exactly what we contract for. This sort of efficiency means that everyone is protected; airlines, land operator and the employee group."

Lawrence J. Moreau
Equitable Life Assurance Society
New York, New York

"As Chairman of Activities, a position I've held for the past 11 years for Fischer & Porter Company, an industrial instrument firm located near Philadelphia which employs 2,000 people, it has been my experience that scheduling a charter for more than one week is impossible.

"Due to strict company policy, very few people are able to schedule more than one week of vacation at any one time. This plus the fact that a majority of those who do sign up, do so within the ninety day period before the scheduled departure.

"The main reason for arranging charters for our employees is the low cost factor as compared to traveling on a scheduled airline. By terminating affinities without an alternative that has been proven usable, the average charter traveler will be priced out of the market. In past years, charter airlines have taken our group on four and five day trips to Miami Beach, Freeport, Las Vegas, London & Disney World and on one week trips to Hawaii & Spain. If the CAB were to abolish affinities as it now stands, we in turn would have to discontinue all plans for future flights."

Manny London
Activities Chairman
Fischer & Porter Athletic
& Rec. Assn.
Warminster, Pa.

"The Columbus Industrial Recreation Association represents twenty-four member companies in the Columbus, Ohio area.

"Our employee recreation association and the tourism industry have worked together to make travel packages available to our employees. By implementing these regulations you will be depriving many of our employees of the opportunity of travel at reasonable costs and thereby deprive the tourist centers of the necessary revenues to survive in today's tight economy."

Ed Hilbert
President, CIRA

"The alternative (OTC) you propose does not offer the benefits of free enterprise normally expected in our great nation.

"The NIRA presented many national statistics which we can only surmise as being factual. We can however attest to the fact that if your proposal is adopted, it will eliminate travel benefits that we currently offer locally to our membership (approximately 3500)."

James C. Thomas, President
Employees Recreation Association
Denver, Colorado

"Sundstrand Corporation has almost 4,000 employees in the Rockford-Belvidere area. In 1974, Sundstrand Adult Recreational Activities Council sponsored four group travel trips for employees. Two trips of 8 days, 7 nights length were to Hawaii for a total of 300 employees and families. One trip of 4 days and 3 nights went to Jamaica for 50 enployees and families. Another trip of 8 days and 7 nights went to Austria for 108 employees and families. Approximately $102,500 was spent for air fare and about $42,200 for land fare. The total dollar cost to our 458 employees was $144,700.

"For 1975 we have scheduled six group travel trips for a total of 450 employees.

"Without an affinity charter, our employees would not have the opportunity for world travel. Factory employees make up over half of our travel groups. In fact, I went to Austria for my first trip abroad. I assure you that I would not have gone at commercial rates."

Steve Polaski,
Activity Manager
Sundstrand Corporation
Rockford, Illinois

"The proposed program of One Stop Tour Charters is an ill-conceived and inflationary alternative program, as it has not been fully market researched; and, as now proposed, would place the cost of these vacations entirely out of the middle income families' budget."

James H. Loy
Burns Harbor Athletic Assn.
Chesterton, In.

"Wilson Sporting Goods Co. is a division of PepsiCo, Inc. This is the first year in which we have participated in prior affinity charter activities. We have scheduled our first trip as a Florida vacation, and have had an outstanding response from our employees. In this troubled economic time, our employees are finding it much cheaper to travel with our prior affinity group than with any other method of travel available to them.

"PepsiCo, Inc. our parent company, has been running these types of charter trips for several years. The response has been excellent, and large sums of money have been spent for air, hotel, ground, and other expenses, by several thousand of its employees.

"There are definite anti-competitive aspects to your proposed rule-making. You are, in effect, lessening competition among air carriers. You are also creating an artifically high price. The Justice Department is currently considering some of your proposals as having anti-competitive overtones."

Reef C. Ivey, II
Corporate Counsel
Wilson Sporting Goods Co.
River Grove, Ill.

"In the past year, our clubs have taken trips to Hawaii, Vegas, Austria and the French Riviera. Approximately 400 people have spent $160,000 not taking into account the individual expenditures at the destinations."

Kenneth W. Deneau
Recreation Assistant
Edison Athletic Assn.
Detroit, Michigan

"Our recreation program is an important function of our relations between employees and Corning Glass Works management. Group travel plays an important part in our recreation department's activities, and the demand is increasing. Before the energy crisis, interest in group travel was low. Since the current crisis, our programs and the number of participants have grown immensely. Employees at Corning are making a conscious effort, through group travel, to help during this period.

"This year we had over 300 employees that took part on our various trips. These people spent over $100,000 on air fare, hotel costs, and ground expenses.

"We have received many letters of thanks and appreciation concerning the company interest in their travel plans. These expressions of gratitude toward the company are indicative that this program, administered by the department, is a necessary and a useful means of company relations. Discontinuation of this program could result in a great disappointment of our employees and lessening of company spirit and morale."

Andrew A. Zadany
Corning Glass Works
Recreation Dept.
Corning, New York

"Terminating affinities without a usable alternative will leave us without any widely available low-cost charter service. Affinity group flights have been the primary mode of budget air travel for our employees, and since no scheduled or charter airline operating under this rule would be allowed to transport more than one-fourth of one percent of the total number of annual passengers carried in scheduled flights between two domestic cities, it would drastically curtail our travel program.

"The cost of one-stop inclusive tour charters (OTC's) which the Board has proposed to replace affinities must be at least 110% of the lowest applicable scheduled fare. This means that international OTC's will be two to three times as expensive for a one-week vacation as affinities are now. The average charter traveler will be priced out of the market.

Michael A. Scatamacchia
SARMA Travel Coordinator
Stamford Area Recreational
Management Assn.
Stamford, Conn.

"The Onized Clubs of Owens-Illinois, representing 71,000 employees, will discontinue 80 percent of its travel programs should the proposed rule EDR 237C be enacted.

"We have offered our employees affinity group tours — including charters — for the past 17 years. The expenditures of our Clubs and its members has exceeded $2 million in travel programs.

"In the Great Lakes region we will continue to offer travel from Canada should the rule be enacted; however, we would be hopeful that U.S. dollars could be plowed back into U.S. operations."

Melvin C. Byers
Corporate Personnel Activities
Coordinator
Owens-Illinois, Inc.
Toledo, Ohio

"We at Firestone have sent approximately two thousand people on trips in the last three years and have three more trips scheduled for 1975 with two additional trips as possibilities. If the CAB curtails employee travel programs, it will have a great hindrance on one of our most viable programs. Possibly one of the greatest tools that management can offer to its employees is this type of discount travel program. What makes me say this is we have found that those that have traveled through the Firestone travel program have a greater respect for their fellow employee, whether it be top management or the little guy."

Ray Kapper
The Firestone Tire &
Rubber Company
Akron, Ohio

"We have just started our charter affinity program, with our first charter having taken place in October, 1974. The response was great! We are in the process of offering more charters in 1975. We were hoping — as are our employees — that the affinity charter program would be an established part of our organization's over-all objectives."

Elnora (Ellie) Noe, Chairman
Special Planning Committee
Dow Employees' Activities Committee
Indianapolis

MARKIO LTD.

lets you give them superb travel at new low prices.

Check out these great land-package rates:

Las Vegas
(3 days, 2 nights) . . . . from $41.00*

Disney World
(3 days, 2 nights) . . . from $43.00*

Hawaii
(8 days, 7 nights) . . . from $219.00*

(*per person, double occupancy)

Send for complete details on these or other destinations — including lowest available air-fare rates or call (312) 440-1990

NIRA MEMBER

MARKIO LTD.
919 No. Michigan Avenue
Chicago, Illinois 60611

CIRCLE READER SERVICE CARD NO. 106

Recreation Travel Glossary of Terms

The following glossary of terms has been extracted from a list produced by the World Meeting Planners at its First Annual Group Incentive Travel Workshop held in Chicago recently.

C.A.B. — The Civil Aeronautics Board; the federal agency responsible for regulations governing international air service to and from the U.S. as well as U.S. domestic air service. The CAB considers such aviation matters as need for air service, public convenience and safety, equitable air fares and regulation of air transportation (including cargo as well as passenger service). The CAB controls rates, schedules, airlines routes and charters.

CHARTER — (verb) to contract for the exclusive use of all or a specific number of seats or amount of space on land, air or water conveyance for a specific period of time and for a specific itinerary.

CLOSED-END — (adjective) Description of a travel program which limits the number of participants by one or more factors such as budget, job classification(s), job performance or capacities of conveyances or hotels. (See OPEN-END.)

COMP ROOMS — Complimentary rooms; the rooms which a hotel offers to a group in ratio to the total number of rooms occupied by the group. Today, for the most part, the "going figure" is one comp room for each 50 rooms occupied by the group.

CONCIERGE — The title or position of the staff person in European hotels who handles such duties as porter services, mail, reservations for the theatre and other events such as tours, sports events, etc. Practically all European hotels employ a concierge and so do some hotels in other countries.

CONFIGURATION — The arrangement of seats within an aircraft. The seating pattern would determine the number of seats and the amount of space between seats. Example: A

NIRA Member Travel Survey

In this first travel issue of **Recreation Management** for 1975, the following NIRA member company programs are listed to exemplify the diversity of types and sizes of employee group travel.

The programs listed below will be of great interest especially to those companies who are contemplating initiating travel programs but haven't done so as yet. As you can see, even small companies have large travel programs.

The programs listed represent only a small portion of the myraid companies offering employees this benefit.

Today, in the light of inflation and an expected energy crisis this winter, employee group travel programs take on added importance. The most important benefit of group travel is economizing — it saves the traveler money.

If anyone is interested in information about how to initiate and develop similar types of group travel programs, contact NIRA headquarters.

Summary of results of entire survey:

Of the travel surveys returned, 45 percent reported having travel programs; 35 percent have none and are not interested in starting one, and 23 percent have none but are interested in starting a program. The average company with a travel program ran 6.42 trips per year. The average trip had 83 people in the group, and the average company sent a total of 533 employees on trips. Those companies with programs employ a total of 477,255 employees (9,357 average per company).

THE SOUTHERN NEW ENGLAND TELEPHONE CO.
John T. Fink, Personnel Coordinator
1,300 employees

Where	Trans	No. of Participants	Duration
Munich/Innsbruck	Air	15	1 week
Miami	Air	120	1 week
The Orient	Air	20	2 weeks
Acapulco	Air	30	1 week
Costa del Sol	Air	175	1 week

ALLEN-BRADLEY CO.
Walter Sprangers, Recreation Director
7,500 employees, Milwaukee

Where	Trans	No. of Participants	Duration
Hawaii	Air	112	1 week
Jamaica	Air	250	4 nights
Jamaica	Air	150	4 nights
Bahamas	Air	41	4 nights
Austria	Air	175	1 week
Las Vegas	Air	250	4 nights
Portugal	Air	50	1 week

NEW YORK STOCK EXCHANGE, INC.
Brenda Payton, Employee Activities Coordinator
3,500 employees, New York

Where	Trans	No. of Participants	Duration
Las Vegas	Air	71	4 days
Hong Kong	Air	9	11 days
Morocco	Air	22	8 days
Holland America Cruise (Nassau/Bermuda)	Ship	10	8 days
Disney World	Air	37	5 days
San Francisco/ Los Angeles	Air	24	8 days
Greece	Air	11	8 days

SCOVILL MANUFACTURING CO.
Fred A. Wilson, Manager Employee Activities
3,500 employees, Waterbury, Conn.

Where	Trans	No. of Participants	Duration
Canary Islands	Air	141	8 days
Bermuda	Ship	68	7 days
Montego Bay	Air	94	8 days
Canada	Bus	41	4 days
Boston	Bus	94	1 day
Boston	Bus	94	1 day
New York	Bus	98	1 day
Boston	Bus	41	1 day
New York	Bus	41	1 day

SALT RIVER PROJECT, PERA CLUB
Milton F. Rouss, Jr., Club Supervisor
3,200 employees, Phoenix, Ariz.
(Programs are operated through local Industrial Recreation Council).

Where	Trans	No. of Participants	Duration
Spain	Air	180	1 week
Jamaica	Air	240	1 week
Austria	Air	250	1 week
Austria	Air	250	1 week
Hawaii	Air	55	1 week
Hawaii	Air	165	1 week
Hawaii	Air	165	1 week
Hawaii	Air	25	2 weeks

TEXINS ASSOCIATION (TEXAS INSTRUMENTS)
Troy L. Mauldin, Activities Administrator
23,000 employees, Dallas

Where	Trans	No. of Participants	Duration
Vail, Colo.	Air	50	4 days
Hot Springs, Ark. (two separate trips)	Bus	240	2 days each
Las Vegas	Air	30	4 days
Acapulco	Air	40	4 days
Las Vegas	Air	40	3 days
Acapulco	Air	50	5 days
Caribbean Cruise	Air/Ship	125	7 days
Hong Kong	Air	30	12 days
Las Vegas	Air	150	3 days
Acapulco	Air	40	5 days
Hawaii	Air	130	10 days
Guadalaja & Puerto Vallarta	Air	70	7 days
Amazon	Air	34	10 days
Amazon	Air	34	10 days

McDONNELL DOUGLAS
Jack Frain, Recreation Supervisor
28,000 employees, St. Louis

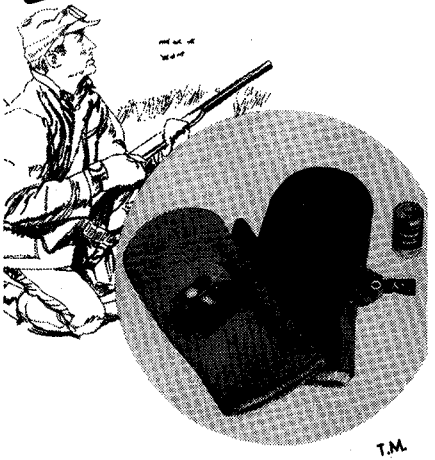
Where	Trans	No. of Participants	Duration
Las Vegas	Air	44	4 days
Las Vegas	Air	50	4 days
Hawaii	Air	41	1 week
Hawaii	Air	—	1 week
Hawaii	Air	—	6 days
Hawaii	Air	14	1 week
Europe	Air	—	18 days
Europe	Air	—	18 days
Europe	Air	—	18 days
Spain/Portugal/ Morocco	Air	—	16 days
Delta Queen Overnights	Ship	—	2 days
Delta Queen	Ship	—	2 days
Delta Queen/Hannibal, Mo.	Ship	—	3 days
New Orleans	Air	—	4 days

BATTERY HEATED...
to keep you comfortably warm for hours!

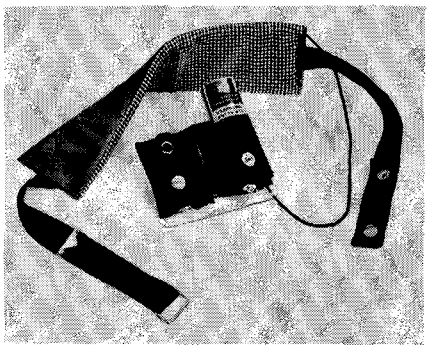
Lectra-Sox®



Lectra-Mits®



Lectra-Pad T.M.



Catalog on request.

TIMELY PRODUCTS CORPORATION
210 Eliot St., Fairfield, Conn. 06430
CIRCLE READER SERVICE CARD NO. 107

NEW JERSEY BELL TELEPHONE CO.
Abbie S. Van Gelder, Personnel Activities Supervisor
30,000 employees, Newark, N.J.

Where	Trans	No. of Participants	Duration
Austria:			
Innsbruck	Air	60	10 days
Kitsbuhel	Air	22	10 days
St. Anton	Air	9	10 days
Hawaii	Air	171	9 days
Curacao	Air	13	8 days
Copenhagen	Air	60	8 days
Spain	Air	21	8 days
Spain	Air	101	8 days
Las Vegas	Air	252	5 days
Bermuda	Air	79	7 days
Puerto Rico	Air	20	4 days
Nassau	Ship	103	7 days

EASTMAN KODAK COMPANY, KODAK PARK DIVISION, ROCHESTER
K. T. Compton, Executive Secretary (The following information includes all Kodak travel programs. Roy Walsh, Kodak office, and Vic Anderson, KAD, included their programs in the report.)
49,000 employees

Where	Trans	No. of Participants	Duration
Banff, Canada	Air	70	8 days
Caribbean	Ship	105	1 week
Hawaii	Air	109	8 days
Jamaica	Air	38	1 week
New York City	Bus	150	4 days
Acapulco	Air	52	1 week
England/Holland	Air	208	16 days
Orient	Air	44	24 days
Montreal, Canada	Bus	100	4 days
Canadian Rockies	Air	34	15 days
Canadian Rockies	Air	31	15 days
Scandinavia	Air	28	21 days
Toronto, Canada	Bus	100	4 days
Bermuda	Air	120	1 week
Italy/Greece	Air	36	22 days
Hawaii	Air	220	15 days
New York City	Bus	150	4 days

THE GOODYEAR TIRE & RUBBER CO.
C. E. Bloedorn, Director of Recreation
17,000 employees, Akron, Ohio

Where	Trans	No. of Participants	Duration
Las Vegas	Air	149	5 days
Spain	Air	178	8 days
Barbados	Air	142	8 days
Hawaii	Air	125	9 days
London	Air	200	9 days
Las Vegas	Air	226	5 days
Las Vegas	Air	149	5 days

Travel Terms — continued from page 31.

DC-8 stretch aircraft configured with 252 seats would allow a pitch of only 32 inches for the majority of seats. The same plans configured with 219 seats would give a pitch of 38 inches.

COUPONS — Lightweight tickets which are supplied to the participants in a group travel program to be used for such various items as meals, hotel rooms, sightseeing tours and other features of the program. Frequently referred to as VOUCHERS.

COURIER — The person who supervises the arrival and reception of travelers through customs and immigration at borders and ports of entry. The courier is usually a local person who is known to the border officials.

DENIED BOARDING COMPENSATION — This term refers to the refund of air fare which a passenger will receive from an airline in the event the flight on which he is booked cannot accommodate him due to an overbooked situation. If the airline does not furnish him with passage to his destination within two hours of the time he was orginally scheduled to depart, the airline will obtain a seat for him on a flight which departs the soonest thereafter and will also refund to the passenger the full amount of his fare. This refund is known as Denied Boarding Compensation.

DRY LEASE — The rental of a plane without any crew or other personnel. (See WET LEASE.)

EUROPEAN PLAN — This hotel phrase indicates that the daily rate covers the room only. No meals are included. (See AMERICAN PLAN.)

F.A.A. — The Federal Aviation Agency, which exercises control over all civil aviation — airports, equipment, pilots, security regulations, traffic control systems. The FAA licenses both private and commercial pilots.

GARNI — When you see this word attached to the name of a hotel, it means that the hotel does not have a dining room or restaurant.

G.I.T. — Group Inclusive Tour; this phrase is covered under the definition of TOUR BASING FARE.

GROUP TRAVEL — The term which denotes a travel program or plan which has been organized and designed so that all participants will depart on the same conveyance and follow the same schedule of activities upon arrival at their destination.

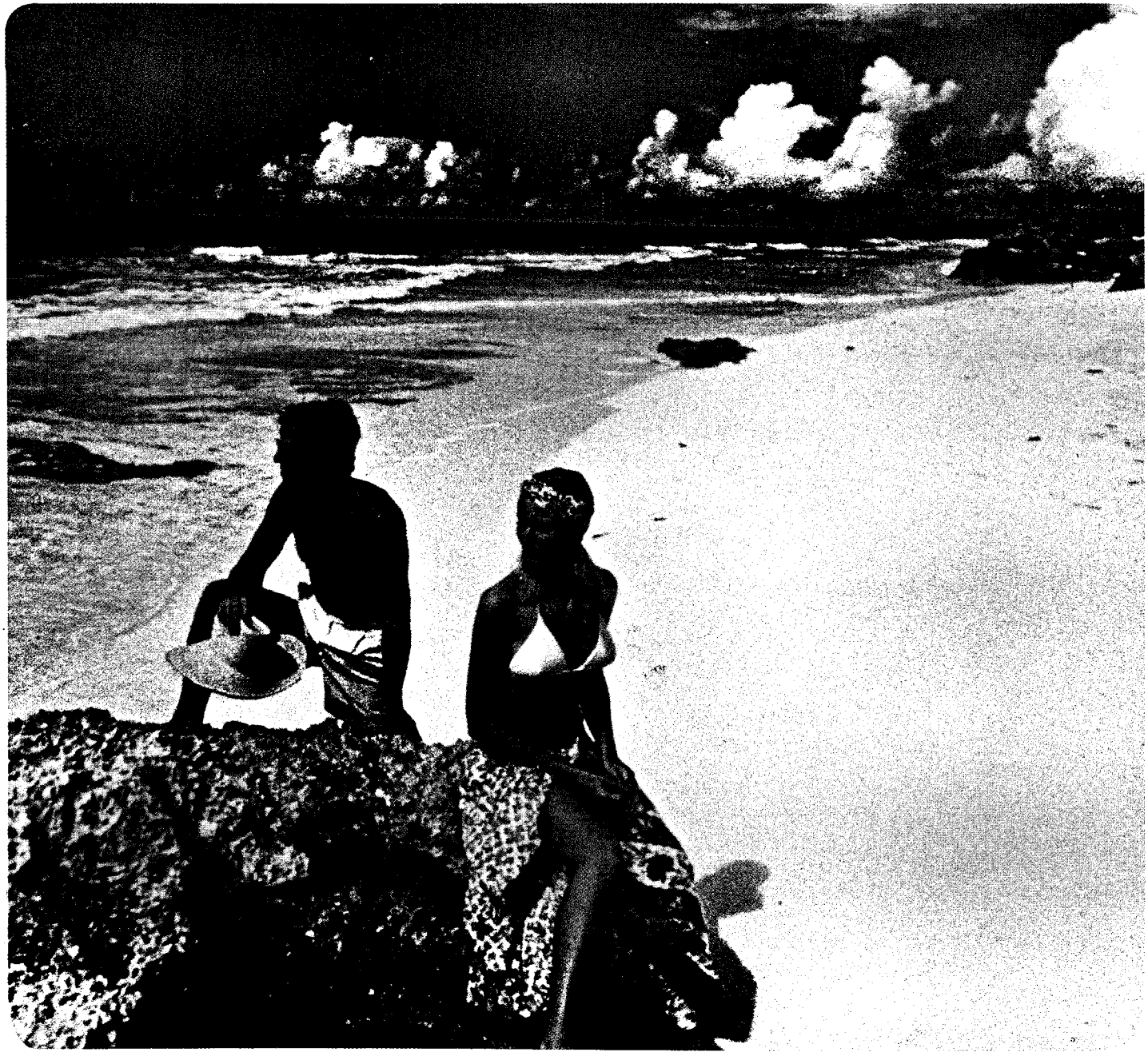
GROUP TRAVEL SPECIALIST — This term is comparatively new but is attaining wider usage each year. The term is used when referring to those travel agencies who specialize in designing and handling Group Travel. Group Travel Specialists are travel agents . . . but not all travel agents are Group Travel Specialists.

HOT TAG — A special colored or coded tag placed on a VIP's luggage to denote special handling.

I.A.T.A. — (The phonetic pronunciation is "eye-AH-ta") Abbreviation for international Air Transport Assn., the world trade association of airlines which operate international services. IATA provides the machinery which makes it possible for the world to benefit from a universal system of air transportation.

INCLUSIVE TOUR CHARTER — These so-called "packaged vacations" are arranged by large travel firms which charter the plane, arrange hotel and ground travel accommodations and meals. The tour price, including air travel and accommodations, must be at least 110 per cent of the lowest scheduled airline fare over the same

Th gr up pl nn r f r group planners



A unique aid from Holiday Inns that lets you cost out group visits to 6 spectacular island resorts.

Holiday Inn®

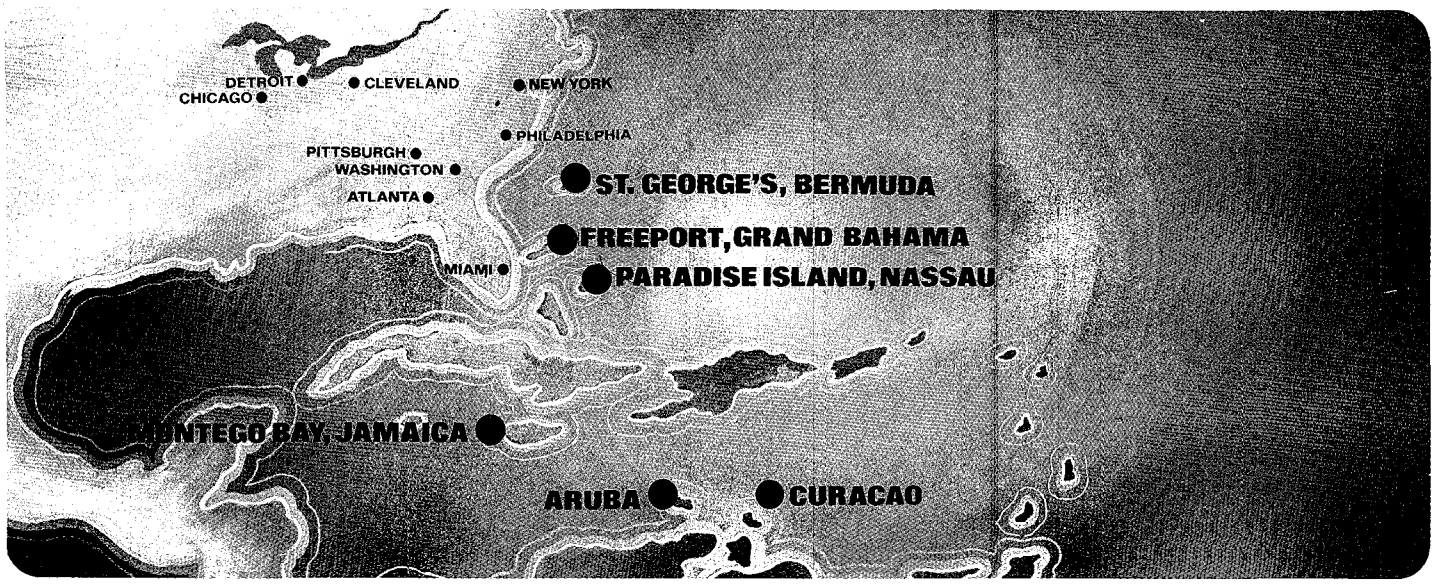
The most accommodating people in the world.

EASTERN

THE WINGS OF MAN

P-ck your 's and. P an your tr'p.

Using the costing sheets that follow, you can pre-plan in complete detail business or pleasure travel for groups from 20 to 400 in your own office, on your own time, without pressure from outside agents or salesmen.

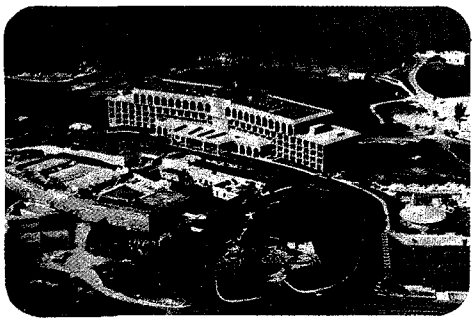


ARUBA, Netherlands Antilles



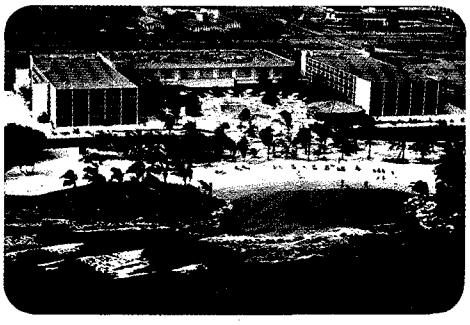
Go Dutch in the Holiday Inn that blends 5 worlds in 1. The excitement of Aruba's largest casino. 375 rooms, each with its own balcony overlooking 3 miles of sugar white beach.

BERMUDA, St. George's



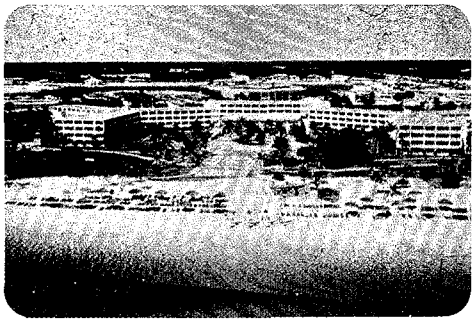
A plush pink palace of 297 rooms set in the uncluttered tip of this sun-soaked island, overlooking the oldest town west of London. On the grounds are 3 famous forts that fought off pirates.

CURACAO, Netherlands Antilles



Dutch Caribbean with a Las Vegas spin in the Casino Royale directly off the lobby. Feast at the Cunucu, Curacao's only steak house. Thrill to torrid Tambu dancers. 200 rooms on the ocean.

FREEPORT, Grand Bahama



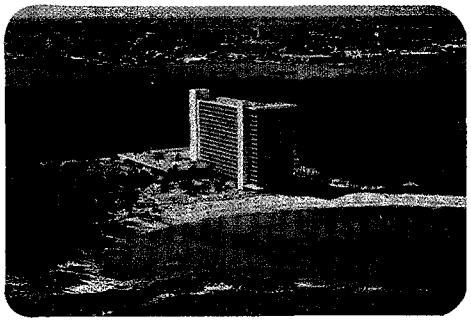
Enjoy midnight jamborees with fire dancing, voodoo dancing. Swim, snorkel or scuba, sail a catamaran, ride a glass-bottomed boat. Try your luck at nearby El Casino. 614 luxury rooms.

MONTEGO BAY, Jamaica



Go rafting on the rivers. Drive through tropic forests to Mt. Zion waterfall. Cheer on our donkey derby and goat sprints. Dance till dawn in the Witch's Hideaway. Then relax in one of 558 beautiful rooms.

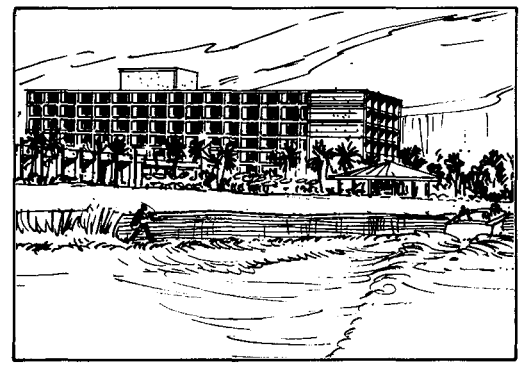
PARADISE ISLAND, Nassau



Just across the bridge from Nassau. Outdoors, enjoy sea sports and land sports. Indoors, dine at Neptune's Table, take in the talent-rich shows, woo Lady Luck in the nearby Casino. 535 rooms.

Aruba

The **Island Rendezvous** program is specially designed for social groups, incentive programs, affinity groups, meetings and conventions, or however you classify your group.



Basic package (for groups of 20 or more) includes:

- Air-conditioned room with 2 double beds, private terrace on beach.
- Group coordinator.
- Round trip transfers, airport to hotel, including baggage handling.
- Use of meeting rooms.
- Government room tax.
- Complimentary rum swizzle party. Cocktail party (Thursday).
- Guide book with map.
- Gift and discount book.
- Gratuities to bellmen, pool and beach attendants, chambermaids.
- Use of pool, beach, chaise lounges, towels.
- 4 tennis courts, shuffleboard, volleyball.
- Island sightseeing and glass bottom boat cruise.

Island Rendezvous IT4EA1HIRAR

Prices per person European Plan — **Rates Valid September 5, 1974 - December 15, 1975**

	Fall Sep 5-Dec 15	Winter Dec 16-Apr 15	Spring Apr 16-Jun 30	Summer Jul 1-Sep 4	Autumn Sep 5-Oct 30	Fall Oct 31-Dec 15
Double	**1974**	**1974-75**	**1975**	**1975**	**1975**	**1975**
3 Nts	51.50	87.50	53.00	58.50	53.00	58.50
4 Nts	63.50	112.00	66.00	73.00	66.00	73.00
5 Nts	75.50	136.00	78.50	87.00	78.50	87.00
6 Nts	88.00	160.00	91.00	101.50	91.00	101.50
7 Nts	100.00	184.00	103.50	116.00	103.50	116.00
*Extra nt.	12.10	24.15	12.65	14.40	12.65	14.40
Single						
3 Nts	74.00	146.50	77.00	87.50	77.00	87.50
4 Nts	93.50	190.00	98.00	112.00	98.00	112.00
5 Nts	113.00	233.50	118.50	136.00	118.50	136.00
6 Nts	132.50	277.50	139.50	160.00	139.50	160.00
7 Nts	152.00	321.00	160.00	184.00	160.00	184.00
*Extra nt.	19.55	43.70	20.70	24.15	20.70	24.15
Triple						
3 Nts	45.00	70.50	46.00	49.50	46.00	49.50
4 Nts	55.00	89.00	56.50	61.00	56.50	61.00
5 Nts	65.00	107.00	67.00	72.50	67.00	72.00
6 Nts	75.00	125.50	77.00	84.00	77.00	84.00
7 Nts	85.00	144.00	87.50	95.50	87.50	95.50
*Extra nt.	10.00	18.40	10.35	11.50	10.35	11.50

*Extra night rate includes room tax and gratuity. Children under 12 years room free when sharing with adult. Transfers and package features, one time charge **$15.00** per child.

Meal Plan — Daily Rates

B.P. Breakfast Plan	M.A.P. Modified American Plan (Breakfast, Dinner)	F.A.P. Full American Plan (Breakfast, Lunch, Dinner)
$3.50 adult (after 12/15/74) $4.00	adult $14 (after 12/15/74) $15	adult $18 (after 12/15/74) $19
$2.50 child (after 12/15/74) $3.50	$10 child	$14 child

A 10% gratuity is applied to all meal plans B.P., M.A.P. and F.A.P.

NOTE: M.A.P. provides exceptional savings, proportionately, over a la carte dining and prevailing restaurant rates.

Prices: Based on U.S. exchange rate $1.00 = **NF $1.75** and are subject to currency fluctuations.

Complimentary Room Policy: One complimentary room for each 25 rooms sold to a maximum of four rooms (room portion only, exclusive of tax and gratuity).

NOTE: Airport Departure Tax of **$3.50** per person **NOT INCLUDED.**

Major Facilities and Activities

Poolside. Carnival show and barbeque with steelband and carnival costumes.

Palm Beach Room. Gala premier. International entertainers.

Mexican Night. Mariachi band and "Paela."

Innkeeper's Party. Open cocktail bar. Hot and cold hors d'oeuvres.

Aruba's largest gaming casino is located right in the Inn.

Sports. Deep sea fishing. Snorkeling, scuba diving. 4 tennis courts.

Sightseeing. Round-the-island tour. Tour of oil refinery. Other tours by arrangement.

Shopping. Bus service to Nassaustraat in nearby Oranjestad. Hotel shops open during hours when others are closed.

Meeting & Banquet Facilities

Name of Room	Dimensions	Ceiling Height	Theatre	Classroom	Banquet
Andicouri	28′ x 50′	13′	160	110	110
Casibari	28′ x 50′	13′	160	110	110
Ayo Room	28′ x 50′	13′	160	110	110

Note: All three rooms open together to form the Oranjestad Room.

Cocktails and Hors d'oeuvres

ADDITIONAL HOTEL FEATURES AND ACTIVITIES

(Price per person)	1 Hr.	1½ Hrs.	2 Hrs.		No. of Persons		Group Total
Full Open Bar	4.95*	7.15*	8.80*	×		=	
Full Open Bar with Hot & Cold H/D	8.15*	12.30*	15.40*	×		=	
Rum Punch Party	3.85*	6.05*	7.70*	×		=	

*Includes 15% Gratuity

Subtotal $

Entertainment

	Min. Length	Cost		No. of Performances		Group Total
Native Trio	1 hr.	50.00	×		=	
Dance Band Plus Native Show	5 hrs.	500.00	×		=	
Folkloric Show	45 min.	175.00	×		=	
Fashion Show	30 min.	Free	×		=	

Subtotal $

Sightseeing	Price per Person		No. of Persons		Group Total
Round the island tour	7.00	×		=	
Round the island tour with lunch	14.00	×		=	
Tour of Oil Refinery	3.50	×		=	
One day tour to Caracas	75.00	×		=	

Subtotal $

Sports	Price per Person		No. of Persons		Group Total
Sailboats - Sun Fish	8.00/hour	×		=	
Snorkeling	3.00/hour	×		=	
Scuba Diving, instructor	25.00	×		=	
Glassbottom boat trip	4.40/hour	×		=	
Pedal Boats, 2 persons	7.00/hour	×		=	
Trips to coral reefs	4.40	×		=	

Subtotal $

Golf	All Year		No. of Persons		No. of Days		Group Total
Green Fees (9 holes)	2.50	×		×		=	
Caddy Fees (9 holes)	2.00	×		×		=	
Club Rental	3.00	×		×		=	

Subtotal $

Note: To figure per person cost for additional features or activities, divide total cost of each item by number of persons participating.

Total Addt'l. Features $_____ ÷ _____ Persons = $_____

TOTAL PROGRAM COST

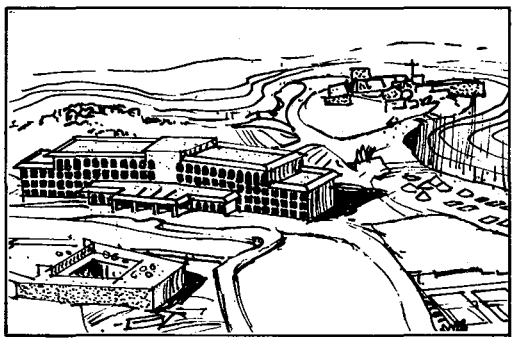
(Per Person Costs)	(Per Person Rate) Dbl	Sng	Tri	Child
Basic Program_____Nts.				
Meal Plan Adult_____ + Grat = _____ × _____Nts.				
Meal Plan Child_____ + Grat = _____ × _____Nts.				
Additional Hotel Features				
Airport Departure Tax				
Round Trip Airfare				
Subtotal				
× Number of Per Persons				
PER PERSON GRAND TOTAL				

Note: Musical entertainment, sightseeing and off-premise sports activity prices are quoted at current available rates and are subject to change without notice. Customer should verify at time of booking.

GROUP GRAND TOTAL $ _____

Bermuda

The **Island Rendezvous** program is specially designed for social groups, incentive programs, affinity groups, meetings and conventions, or however you classify your group.



Basic package (for groups of 20 or more) includes:

- Air-conditioned room with 2 double beds, TV, private terrace, ocean view.
- Group coordinator.
- Round trip transfers, airport to hotel, by limousine (including baggage handling).
- Use of meeting rooms.
- Government room tax.
- Rum swizzle party. Afternoon tea daily.
- Guide book with map.
- Shoppers bonus book.
- Gratuities to bellmen, pool and beach attendants, chambermaids.
- Two pools, private beach, chaise lounges, towels.
- Use of 4 floodlit tennis courts and 9-hole golf course.

Island Rendezvous IT4EA1HIRBD

Prices per person

Rates Valid November 1, 1974 - October 31, 1975

	Winter Nov 1, 1974-Mar 31, 1975	Winter Nov 1, 1974-Mar 31, 1975	Summer Apr 1-Oct 31, 1975
Double	**M.A.P.**	**E.P.**	**M.A.P.**
3 Nts	91.50	47.00	127.00
4 Nts	120.00	60.50	167.50
5 Nts	148.50	74.00	208.00
6 Nts	177.00	88.00	248.50
7 Nts	205.50	101.50	289.00
*Extra nt.	28.56	13.68	40.46
Single			
3 Nts	123.50	77.50	205.50
4 Nts	163.00	101.50	272.50
5 Nts	202.00	125.50	339.00
6 Nts	241.50	149.50	405.50
7 Nts	280.50	173.50	472.00
*Extra nt.	39.27	23.94	66.64
Triple			
3 Nts	89.00	43.50	115.00
4 Nts	117.00	56.00	151.50
5 Nts	144.50	68.50	188.00
6 Nts	172.50	81.00	224.50
7 Nts	200.00	93.00	261.00
*Extra nt.	27.78	12.54	36.49

*Extra night rate includes room tax and gratuity. Children under 12 years room free when sharing with adult (E.P.) Transfers and package features, one time charge **$5.50** per child; gratuities — **$1.75** per day children 6-12, under 6 no charge.

Meal Plan — Daily Rates

B.P. Breakfast Plan	M.A.P. Modified American Plan (Breakfast, Dinner)	F.A.P. Full American Plan (Breakfast, Lunch, Dinner)
$3.00 adult	$13.00 adult	$18.00 adult
$2.00 child	$10.00 child	$14.00 child

A 15% gratuity is applied to all meal plans B.P., M.A.P., and F.A.P.

NOTE: M.A.P. provides exceptional savings, proportionately, over a la carte dining and prevailing restaurant rates.

Prices: Based on U.S. exchange rate $1.00 = **On Par** and are subject to currency fluctuations.

Complimentary Room Policy: One complimentary room for each 25 rooms sold to a maximum of four rooms (room portion only, exclusive of tax and gratuity).

NOTE: Airport Departure Tax of $3.00 per person **NOT INCLUDED.**

Major Facilities and Activities

Sea Venture Bar. Dancing. Live evening entertainment.

Mid-Atlantic Supper Club. Gourmet dining. International night club shows.

Poolside. Snack bar. Water sports. Live island entertainment.

Afternoon tea. Daily in the British manner.

Full length feature movies.

Game room. Fun for adults and children.

Sports. Swimming, water skiing, snorkeling, pedal boats, fishing, tennis, golf on the Inn's private course, children's playground.

Sightseeing. Island tours. Underground crystal caves. Devil's Hole. The Aquarium, The Dolphin's Show. Three historic forts on the Inn's grounds. Unspoiled St. George's, oldest town west of London.

Shopping. Jewelry, clothing, souvenirs in lobby shops. Within walking distance, the modern and the old-time shops of St. George's.

Meeting & Banquet Facilities

Name of Room	Dimensions	Ceiling Height	Theatre	Classroom	Banquet
St. George	27′ x 58′	16′	180	160	160
Smiths	24′ x 58′	16′	160	140	140
Devonshire	25′ x 58′	16′	160	140	140
Pembroke	21′ x 58′	16′	160	140	140
St. Davids	55′ x 19′	16′	140	120	120
Paget	23′ x 19′	8′	60	40	40
Hamilton	48½′ x 19′	8′	80	60	60
Warwick	24′ x 19′	8′	60	40	40

ADDITIONAL HOTEL FEATURES AND ACTIVITIES

Cocktails and Hors d'oeuvres

(Price per person)	1 Hr.	1½ Hrs.	2 Hrs.		No. of Persons		Group Total
Full Open Bar	5.75*	7.75*	9.80*	×		=	
Full Open Bar with Hot & Cold H/D	8.05*	10.95*	13.80*	×		=	
Rum Punch Party	1.75*	2.30*	2.90*	×		=	

*Includes 15% gratuity.

Subtotal $

Entertainment

	Min. Length	Cost		No. of Performances		Group Total
Native Trio	1 hr.	150.00	×		=	
Dance Band	1 hr.	175.00	×		=	
Native Show	45 min.	125.00	×		=	
Fashion Show	45 min.	200.00	×		=	
Steel Band	1 hr.	250.00	×		=	
Folkloric Show	1 hr.	75.00	×		=	

Subtotal $

Water Sports	Price per Person				No. of Persons		Group Total
Water Skiing	25/hr.	13/½ hr.	6/¼ hr.	×		=	
Sunfish	22/day	16/½ day	6/hr.	×		=	
Pedal Boats	22/day	16/½ day	6/hr.	×		=	
Snorkel Gear	8/day	6/½ day	2/hr.	×		=	
Air Mats	8/day	6/½ day	2/hr.	×		=	
Surfviewer Surfboard	10/day	7/½ day	3/hr.	×		=	

Subtotal $

Sightseeing	Price per Person		No. of Persons		Group Total
St. George's Tour	13.60	×		=	
5 hr. Cruise	12.80	×		=	
2 hr. Sea Gardens Trip	5.20	×		=	
2 hr. Glassbottom Boat	6.50	×		=	
The Blue Grotto Dolphins	1.60	×		=	
Night Club Tour	6.24	×		=	

Subtotal $

Note: To figure per person cost for additional features or activities, divide total cost of each item by number of persons participating.

Total Addt'l. Features $_____ ÷ _____ Persons = $_____

TOTAL PROGRAM COST

(Per Person Costs)	(Per Person Rate) Dbl	Sng	Tri	Child
Basic Program _____ Nts.				
Meal Plan Adult _____ + Grat = _____ × _____ Nts.				
Meal Plan Child _____ + Grat = _____ × _____ Nts.				
Additional Hotel Features				
Airport Departure Tax				
Round Trip Airfare				
Subtotal				
× Number of Per Persons				
PER PERSON GRAND TOTAL				

Note: Musical entertainment, sightseeing and off-premise sports activity prices are quoted at current available rates and are subject to change without notice. Customer should verify at time of booking.

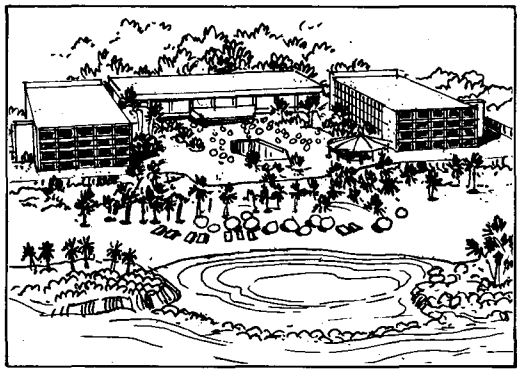
GROUP GRAND TOTAL $ _____

Curacao

The **Island Rendezvous** program is specially designed for social groups, incentive programs, affinity groups, meetings and conventions, or however you classify your group.

Basic package (for groups of 20 or more) includes:

- Air-conditioned room with 2 double beds, TV and private terrace.
- Group coordinator.
- Round trip transfers, airport to hotel, including baggage handling.
- Use of meeting rooms.
- Government room tax.
- Pachanga cocktail party & Rum swizzle party.
- Guide book with map.
- Shoppers bonus book.
- Gratuities to bellmen, pool and beach attendants, chambermaids.
- Use of pool, beach, chaise lounges, towels.
- Tennis courts, volleyball, shuffleboard.
- Tour to Curacao Museum.



Island Rendezvous IT4EA1HIRCR

Prices per person European Plan **Rates Valid September 5, 1974 - December 15, 1975**

	Fall Sep 5-Dec 15, '74	Winter Dec 16-Apr 15, '75	Spring Apr 16-Jun 30, '75	Summer Jul 1-Sep 4,'75	Fall Sep 5-Dec 15,'75
Double					
3 Nts	48.50	83.00	52.00	55.50	52.00
4 Nts	60.00	106.00	65.00	69.50	65.00
5 Nts	71.50	129.00	77.50	83.00	77.50
6 Nts	83.00	152.00	90.00	97.00	90.00
7 Nts	94.50	175.00	103.00	111.00	103.00
*Extra nt.	11.50	23.00	12.65	13.80	12.65
Single					
3 Nts	69.50	124.50	76.50	83.00	76.50
4 Nts	88.00	161.50	97.00	106.00	97.00
5 Nts	106.00	198.00	117.50	129.00	117.50
6 Nts	124.50	235.00	138.50	152.00	138.50
7 Nts	143.00	272.00	159.00	175.00	159.00
*Extra nt.	18.40	36.80	20.70	23.00	20.70
Triple					
3 Nts	45.50	69.50	48.50	52.00	48.50
4 Nts	55.50	88.00	60.00	65.00	60.00
5 Nts	66.00	106.00	71.50	77.50	71.50
6 Nts	76.50	124.50	83.00	90.00	83.00
7 Nts	86.50	143.00	94.50	103.00	94.50
*Extra nt.	10.35	18.40	11.50	12.65	11.50

*Extra night rate includes room tax and gratuity. Children under 12 years room free when sharing with adult. Transfers and package features, one time charge **$14.00** per child.

Meal Plan — Daily Rates

B.P. Breakfast Plan	M.A.P. Modified American Plan	F.A.P. Full American Plan
Adult	(Breakfast, Dinner)	(Breakfast, Lunch, Dinner)
$3. (after 12/15/74) $4	$14.00 adult	$18.00 adult
Child		
$2. (after 12/15/74) $3	$10.00 child	$14.00 child

A 10% gratuity is applied to all meal plans B.P., M.A.P. and F.A.P.

NOTE: M.A.P. provides exceptional savings, proportionately, over a la carte dining and prevailing restaurant rates.

Prices: Based on U.S. exchange rate $1.00 = **NF $1.75** and are subject to currency fluctuations.

Complimentary Room Policy: One complimentary room for each 25 rooms sold to a maximum of four rooms (room portion only, exclusive of tax and gratuity).

NOTE: Airport Departure Tax of **$3.40** per person **NOT INCLUDED.**

Major Facilities and Activities

Poolside. Water games. Bingo. Curacao Fiesta Barbeque. Caribbean Carnival night with buffet served under the stars to the sound of the Curacaon Steel Band.

Cocolishi Lounge. Happy hour from 6 to 8 p.m. daily. Local evening entertainment.

Antillean Room. Elegant surroundings for an evening of gourmet dining. Exotic international menu.

Cunucu Room. Night club show featuring native entertainment.

Casino Royale. Directly off the lobby. Gaming until dawn.

Spurts. Volleyball and mini-soccer on the beach. Fresh water pool. Every kind of water sport. Tennis. 9-hole golf course nearby.

Sightseeing. Walking tour of Willemstad. Beach walk to the slave market. Visit to Mihre Israel-Emanuel, oldest synagogue in the Western hemisphere.

Shopping. Duty-free (up to $100) arcade off the lobby. Free shuttle to waterfront bazaars of Willemstad.

Meeting & Banquet Facilities

Name of Room	Dimensions	Ceiling Height	Theatre	Classroom	Banquet
Fiesta Room	64′ x 48′	14′	350	250	250
Punda Room	64′ x 30′	14′	200	150	150
Otrabanda Room	30′ x 31′	10′	60	40	40

Cocktails and Hors d'oeuvres

ADDITIONAL HOTEL FEATURES AND ACTIVITIES

(Price per person)	1 Hr.	1½ Hrs.	2 Hrs.		No. of Persons		Group Total
Full Open Bar	5.50*	7.50*	9.00*	×		=	
Full Open Bar with Hot & Cold H/D	7.50*	7.75*	11.50*	×		=	
Rum Punch Party	3.45*	4.95*	6.35*	×		=	
Dry Buffet	3.00*	4.00*	5.00*	×		=	

*Includes 15% Gratuity

Subtotal $

Entertainment

	Min. Length	Cost		No. of Performances		Group Total
Native Trio	3 hrs.	75.00	×		=	
Dance Band Plus Native Show	5 hrs.	430.00	×		=	
Folkloric Show	45 min.	150.00	×		=	
Fashion Show	1 hr.	25.00	×		=	

Subtotal $

Sightseeing	Price per Person		No. of Persons		Group Total
City and Surroundings	3.50	×		=	
City and Country Tour	6.00	×		=	
Island Tour (lunch, swimming)	13.00	×		=	
Night Club Tour	15.00	×		=	

Subtotal $

Sports	Price per Person or Group		No. of Persons or Group Tours		Group Total
Deep sea fishing (6 person limit)	120.00 (group minimum)	×		=	
Scuba diving, equipment, guide	20.00/hr.	×		=	
Scuba Sightseeing Tour (4 person limit)	20.00/hr.	×		=	
Waterskiing, instructor	10.00/½ day	×		=	
Sailing - Sailfish	5.00/hr.	×		=	
Glassbottom boat trip	3.00/hr.	×		=	
Harbor tour (4 person limit)	20.00/hr. (group minimum)	×		=	

Subtotal $

Golf	Price per Person		No. of Persons		No. of Days		Total
Green Fees (9 holes)	5.00	×		×		=	
Club Rental	2.00	×		×		=	

Subtotal $

Note: To figure per person cost for additional features or activities, divide total cost of each item by number of persons participating.

Total Addt'l. Features $_____ ÷ _____ Persons = $_____

TOTAL PROGRAM COST

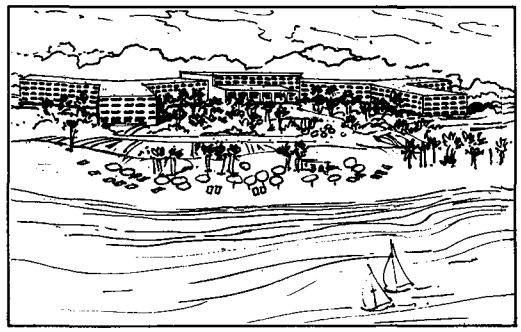
(Per Person Costs)	(Per Person Rate) Dbl	Sng	Tri	Child
Basic Program_____Nts.				
Meal Plan Adult_____ + Grat = _____ × _____Nts.				
Meal Plan Child_____ + Grat = _____ × _____Nts.				
Additional Hotel Features				
Airport Departure Tax				
Round Trip Airfare				
Subtotal				
× Number of Per Persons				
PER PERSON GRAND TOTAL				

Note: Musical entertainment, sightseeing and off-premise sports activity prices are quoted at current available rates and are subject to change without notice. Customer should verify at time of booking.

GROUP GRAND TOTAL $ _____

Freeport

The **Island Rendezvous** program is specially designed for social groups, incentive programs, affinity groups, meetings and conventions, or however you classify your group.



Basic package (for groups of 20 or more) includes:

- Air-conditioned room with 2 double beds, directly on Lucayan Beach.
- Group coordinator.
- Round trip transfers, airport to hotel, including baggage handling.
- Use of meeting rooms.
- Government room tax.
- Welcome rum swizzle.
- Guide book with map.
- Shoppers bonus book.
- Gratuities to bellmen, pool and beach attendants, chambermaids.
- Use of pool, beach, chaise lounges, towels.
- Use of 4 all-weather tennis courts.
- Sauna.

Island Rendezvous IT4EA1HIRFP

Prices per person European Plan — **Rates Valid September 5, 1974 - December 15, 1975**

	Fall Nov 1-Dec 15,'74	Winter Dec 16-Apr 19,'75	Spring Apr 20-Jun 30,'75	Summer Jul 1-Sep 4,'75	Autumn Sep 5-Nov 15,'75	Fall Nov 16-Dec 15,'75
Double						
3 Nts	48.50	77.00	48.50	52.00	48.50	52.00
4 Nts	63.00	101.00	63.00	67.50	63.00	67.50
5 Nts	77.00	124.50	77.00	83.00	77.00	83.00
6 Nts	91.50	148.50	91.50	98.50	91.50	98.50
7 Nts	105.50	172.50	105.50	114.00	105.50	114.00
*Extra nt.	14.28	23.80	14.28	15.47	14.28	15.47
Single						
3 Nts	77.00	134.50	77.00	84.50	77.00	84.50
4 Nts	101.00	177.00	101.00	110.50	101.00	110.50
5 Nts	124.50	220.00	124.50	136.50	124.50	136.50
6 Nts	148.50	263.00	148.50	163.00	148.50	163.00
7 Nts	172.50	305.50	172.50	189.00	172.50	189.00
*Extra nt.	23.80	42.84	23.80	26.18	23.80	26.18
Triple						
3 Nts	41.50	60.50	41.50	43.50	41.50	43.50
4 Nts	53.50	78.50	53.50	56.50	53.50	56.50
5 Nts	65.00	97.00	65.00	69.00	65.00	69.00
6 Nts	77.00	115.00	77.00	82.00	77.00	82.00
7 Nts	89.00	133.50	89.00	94.50	89.00	94.50
*Extra nt.	11.90	18.24	11.90	12.68	11.90	12.68

*Extra night rate includes room tax and gratuity. Children under 12 years room free when sharing with adult. Transfers and package features, one time charge **$5.50** per child.

Meal Plan — Daily Rates

B. P. Breakfast Plan	M.A.P. Modified American Plan (Breakfast, Dinner)	F.A.P. Full American Plan (Breakfast, Lunch, Dinner)
$4.00 adult	$14.00 adult	$18.50 adult
$3.50 child	$10.00 child	$15.50 child

A 15% gratuity is applied to all meal plans B.P., M.A.P. and F.A.P.

M.A.P. and F.A.P. include Polynesian Luau (Tuesday), Steak n' Seafood Bar-B-Q (Friday), Steak n' Bake (nightly).

NOTE: M.A.P. provides exceptional savings, proportionately, over a la carte dining and prevailing restaurant rates.

Prices: Based on U.S. exchange rate $1.00 = **On Par** and are subject to currency fluctuations.

Complimentary Room Policy: One complimentary room for each 25 rooms sold to a maximum of four rooms (room portion only, exclusive of tax and gratuity).

NOTE: Airport Departure Tax of **$3.00** per person **NOT INCLUDED.**

Major Facilities and Activities

Marine Lounge. Intimate dining and dancing.

Emerald Room and Terrace. Gourmet dining inside and out, International entertainment. Fire eating, voodoo dancing, limbo dancing.

Sunset Lounge. For relaxing over refreshing drinks.

Yacht "Sueno" for a frozen daiquiri cruise.

Underwater Explorers Club.

International Bazaar. Shopping bargains from round the world.

El Casino, nearby, for all kinds of gambling action.

Sports. Tennis, handball, volleyball, shuffleboard, horseshoes, ping pong, horseback riding, snorkeling, scuba diving, deep sea fishing, swimming, golf at 3 nearby courses.

Sightseeing. Famed Lucayan Beach, most beautiful in all the islands. Conducted tours around Freeport.

Shopping. Shopping arcade in the Inn. Free shuttle to duty-free shopping in downtown Freeport.

Meeting & Banquet Facilities

Name of Room	Dimensions	Ceiling Height	Theatre	Classroom	Banquet
Independence Hall	126′ x 80′	11′5″	900	600	650
Section A-B-C-D-E					
- A -	80′ x 50′	11′5″	350	275	300
- B -	25′ x 36′	11′5″	125	75	100
- C -	25′ x 36′	11′5″	125	75	100
- D -	50′ x 36′	11′5″	200	125	150
- E -	50′ x 36′	11′5″	200	125	100
Board room	24′ x 22′	11′5″	40	20	25
Sunset Lounge	24′ x 22′	11′5″	40	20	25

ADDITIONAL HOTEL FEATURES AND ACTIVITIES

Cocktails and Hors d'oeuvres

(Price per person)	1 Hr.	2 Hrs.		No. of Persons		Group Total
Full Open Bar	3.00 *	5.50 *	×		=	
Full Open Bar with Hot & Cold H/D	6.50 *	12.00 *	×		=	
Rum Punch Party	2.50 *	4.50 *	×		=	
Dry Buffet	1.75 *	1.75 *	×		=	

*Includes 15% Gratuity — **Subtotal $**

Entertainment

	Min. No. Hours	Cost		No. of Performances		Group Total
Native Trio	1	150.00	×		=	
Dance Band Plus Native Show	3	300.00	×		=	
Fashion Show (5 models)	1	150.00	×		=	
Folkloric Show	1	75.00	×		=	

Subtotal $

Sightseeing	Price per Person		No. of Persons		Group Total
Glassbottom Boat	6.00	×		=	
Moonlight Cruise	7.00	×		=	
Island Revue	5.50	×		=	
West-End Tour	10.00	×		=	
City Sightseeing/Shopping Tour	5.25	×		=	
Nightclub Tour	6.75	×		=	

Double-decker bus. Holds 50. Rental per day $200.00. — **Subtotal $**

Sports	Price per Person		No. of Persons		Group Total
Yacht Sailing. ½ day	15.00	×		=	
Horseback Riding	10.00	×		=	
Water Skiing, 2 miles	7.00	×		=	
Water Skiing, 3 miles	9.00	×		=	
Scuba Diving	19.00	×		=	
Deep Sea Fishing (incl. equip.)	25.00	×		=	

Subtotal $

Golf	Winter	Summer		No. of Persons	No. of Days		Group Total
Green Fees (18 holes)	7.00	6.00	×			=	
Golf Cart (18 holes)	12.00	12.00	×			=	
Club Rental	5.00	5.00	×			=	

Subtotal $

Note: To figure per person cost for additional features or activities, divide total cost of each item by number of persons participating.

Total Addt'l. Features $_____ ÷ _____ Persons = $_____

TOTAL PROGRAM COST

(Per Person Costs)	(Per Person Rate) Dbl	Sng	Tri	Child
Basic Program _____ Nts.				
Meal Plan Adult _____ + Grat = _____ × _____ Nts.				
Meal Plan Child _____ + Grat = _____ × _____ Nts.				
Additional Hotel Features				
Airport Departure Tax				
Round Trip Airfare				
Subtotal				
× Number of Per Persons				
PER PERSON GRAND TOTAL				

Note: Musical entertainment, sightseeing and off-premise sports activity prices are quoted at current available rates and are subject to change without notice. Customer should verify at time of booking.

GROUP GRAND TOTAL $ _____

Montego Bay

The **Island Rendezvous** program is specially designed for social groups, incentive programs, affinity groups, meetings and conventions, or however you classify your group.



Basic package (for groups of 20 or more) includes:

- Air-conditioned room with 2 double beds, private balcony on private beach.
- Group coordinator.
- Round trip transfers, airport to hotel, by limousine (including baggage handling).
- Use of meeting rooms.
- Government room tax.
- Welcome rum swizzle party.
- Guide book with map.
- Shoppers bonus book.
- Gratuities to bellmen, pool and beach attendants, chambermaids.
- Use of pool, beach, chaise lounges and towels.
- Use of 4 floodlit tennis courts.

Island Rendezvous IT4EA1HIRJM

Prices per person European Plan — **Rates Valid September 5, 1974 - December 15, 1975**

	Fall Sep 5-Dec 15,'74	Winter Dec 16-Apr 15,'75	Spring Apr 16-Jun 30,'75	Summer Jul 1-Sep 4,'75	Fall Sep 5-Dec 15,'75
Double					
3 Nts	46.00	86.50	49.00	52.50	49.00
4 Nts	59.50	113.50	64.00	68.50	64.00
5 Nts	73.00	141.00	78.50	84.00	78.50
6 Nts	86.50	168.00	93.50	100.00	93.50
7 Nts	100.00	195.00	108.00	116.00	108.00
*Extra nt.	13.56	27.12	14.69	15.82	14.69
Single					
3 Nts	66.00	147.50	73.00	79.50	73.00
4 Nts	86.50	195.00	95.50	104.50	95.50
5 Nts	107.00	242.50	118.00	129.50	118.00
6 Nts	127.00	290.00	141.00	154.00	141.00
7 Nts	147.50	337.50	163.50	179.00	163.50
*Extra nt.	20.34	47.46	22.60	24.86	22.60
Triple					
3 Nts	40.00	67.50	42.50	44.50	42.50
4 Nts	52.00	88.00	55.00	58.00	55.00
5 Nts	63.50	109.00	67.50	71.00	67.50
6 Nts	75.00	129.50	80.00	84.00	80.00
7 Nts	87.00	150.50	92.00	97.00	92.00
*Extra nt.	.11.67	20.75	12.43	13.17	12.43

*Extra night rate includes room tax and gratuity. Children under 12 years room free when sharing with adult. Transfers and package features, one time charge **$5.00** per child.

Meal Plan — Daily Rates

B. P. Breakfast Plan	M.A.P. Modified American Plan (Breakfast, Dinner)	F.A.P. Full American Plan (Breakfast, Lunch, Dinner)
$3.50 adult	$13.50 adult (after 12/15/74) $14.00	$18.00 adult
$2.75 child	$10.00 child	$13.00 child

A 10% or 15% gratuity is suggested for all meal plans.

M.A.P. and F.A.P. include Caribbean Luau, Jamaican B-B-Q, Steak Fry.

NOTE: M.A.P. provides exceptional savings, proportionately, over a la carte dining and prevailing restaurant rates.

Prices: Based on U.S. exchange rate $1.00 = **88¢ Jamaica** and are subject to currency fluctuations.

Complimentary Room Policy: One complimentary room for each 25 rooms sold to a maximum of four rooms (room portion only, exclusive of tax and gratuity).

NOTE: Airport Departure Tax of **$2.50** per person **NOT INCLUDED.**

Major Facilities and Activities

Poolside. Swimming in a huge free-form pool. Steak fries. Lobster feasts. Swinging music, limbo dancing.

Witch's Hideaway. Jamaica's most sought-after night spot. Dancing. Drinking. Native midnight entertainment ranging from Calypso to Reggae.

Plantation Room. Gourmet dining by candlelight.

Humming Bird Lounge. For intimate get togethers.

Crafts Market Cafe. Snacks all day till midnight.

On the Beach. Turtle and crab races. A chance to show your riding skill in the Donkey Derby.

Sports. Tennis, volleyball, shuffleboard. Half Moon and Ironshore 18-hole golf courses within 5 minutes. Horseback riding, sailing, fishing, glass bottom boating. Snorkeling, skin diving, scuba diving.

Sightseeing. Spectacular geography. Mountain peaks, tropical jungles, underwater grottos. Be poled down a tropic river on a bamboo raft. Walk under waterfalls. Visit a wildlife farm with man-eating crocodiles, panthers, lions. See centuries-old Rose Hall Plantation where the White Witch's ghost still wanders.

Shopping. Clothes, liquor, china, duty free goods in the Inn's lobby and in the shops directly across the street from lobby.

Meeting & Banquet Facilities

Name of Room	Dimensions	Ceiling Height	Theatre	Classroom	Banquet
Rose Hall Ballroom	123'2" x 43'8"	10'10"	800	450	550
Rose Hall #1	25' x 43'8"	10'10"	140	100	120
Rose Hall #2	25' x 43'8"	10'10"	140	100	120
Rose Hall #3	35'8" x 35'8"	10'10"	180	120	135
Rose Hall #4	37'6" x 35'8"	10'10"	180	120	135

ADDITIONAL HOTEL FEATURES AND ACTIVITIES

Cocktails and Hors d'oeuvres

(Price per person)	1 Hr.	1½ Hrs.	2 Hrs.		No. of Persons		Group Total
Full Open Bar	5.50*	8.50*	11.00*	×		=	
Full Open with Hot & Cold H/D	8.75*	11.75*	17.00*	×		=	
Rum Punch Party	2.50*	3.75*	5.00*	×		=	
Dry Buffet	1.50*	2.25*	3.00*	×		=	

*Includes 10% Gratuity **Subtotal $**

Entertainment

	Min. Length	Cost		No. of Performances		Group Total
Native Trio	1 hr.	100.00	×		=	
Dance Band Plus Native Show	4 hrs.	400.00	×		=	
Folkloric Show	30 min.	150.00	×		=	
Fashion Show	30 min.	80.00	×		=	

Subtotal $

Sightseeing

	Price per Person		No. of Persons		Group Total
Montego Highlights (3 hrs.)	6.30	×		=	
Ocho Rio Tour (all day)	10.80	×		=	
Swamp Safari & rafting (4 hrs.)	12.60	×		=	
Great River Tour (4 hrs.)	14.40	×		=	
Negril Beach Circle (all day)	11.25	×		=	
Paradise Park (all day)	10.80	×		=	
Great Houses Tour (3 hrs.)	9.00	×		=	

Subtotal $

Sports

	Price Per Person		No. of Persons		Group Total
Tennis	Free	×		=	
Volleyball	Free	×		=	
Shuffleboard	Free	×		=	
Horseback riding per hr.	4.00	×		=	
Skin diving	5.00	×		=	
Sailing	3.00	×		=	
Deepsea fishing	14.00	×		=	
Scuba diving per dive	7.00	×		=	

Subtotal $

Golf

	Winter	Summer		No. of Persons		No. of Days		Group Total
Green Fees (18 holes)	8.00	5.00	×		×		=	
Golf Cart (18 holes)	10.00	10.00	×		×		=	
Club Rental	5.00	5.00	×		×		=	

Subtotal $

Note: To figure per person cost for additional features or activities, divide total cost of each item by number of persons participating.

Total Addt'l. Features $_____ ÷ _____ Persons = $_____

TOTAL PROGRAM COST

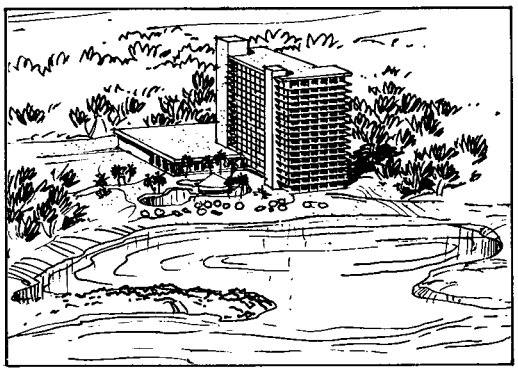
(Per Person Costs)	(Per Person Rate) Dbl	Sng	Tri	Child
Basic Program _____ Nts.				
Meal Plan Adult _____ + Grat = _____ × _____ Nts.				
Meal Plan Child _____ + Grat = _____ × _____ Nts.				
Additional Hotel Features				
Airport Departure Tax				
Round Trip Airfare				
Subtotal				
× Number of Per Persons				
PER PERSON GRAND TOTAL				

Note: Musical entertainment, sightseeing and off-premise sports activity prices are quoted at current available rates and are subject to change without notice. Customer should verify at time of booking.

GROUP GRAND TOTAL $ _____

Paradise Island

The **Island Rendezvous** program is specially designed for social groups, incentive programs, affinity groups, meetings and conventions, or however you classify your group.



Basic package (for groups of 20 or more) includes:

- Air-conditioned room with 2 double beds, TV and private phone.
- Group coordinator.
- Round trip transfers, airport to hotel, by limousine including baggage handling.
- Use of meeting rooms.
- Government room tax.
- Welcome cocktail.
- Guide book with map.
- Shoppers Bonus book and 2 souvenir miniatures.
- Gratuities to bellmen, pool and beach attendants, chambermaids.
- Use of pool, beach, chaise lounges, towels.
- 4 tennis courts, volleyball.
- Shopping shuttle to Bay Street.

Island Rendezvous IT4EA1HIRPI

Prices per person European Plan **Rates Valid September 5, 1974 - December 15, 1975**

	Fall Sep 5-Dec 15,'74	Winter Dec 16-Apr 19,'75	Spring Apr 20-Jun 30,'75	Summer Jul 1-Sep 4,'75	Fall Sep 5-Dec 15,'75
Double					
3 Nts	56.50	89.00	60.00	64.00	60.00
4 Nts	73.50	116.00	78.00	83.00	78.00
5 Nts	90.00	143.50	96.00	102.00	96.00
6 Nts	106.50	171.00	114.00	121.00	114.00
7 Nts	123.50	198.50	131.00	140.00	131.50
*Extra nt.	16.66	27.37	17.85	19.04	17.85
Single					
3 Nts	96.00	150.50	99.50	106.50	99.50
4 Nts	125.50	198.00	130.50	140.00	130.50
5 Nts	155.50	246.00	161.50	173.00	161.50
6 Nts	185.00	294.00	192.50	206.50	192.50
7 Nts	215.00	342.00	223.00	240.00	223.00
*Extra nt.	29.75	47.88	30.94	33.32	30.94
Triple					
3 Nts	47.00	68.50	49.50	52.00	49.50
4 Nts	60.50	89.00	64.00	67.00	64.00
5 Nts	74.00	109.50	78.00	82.00	78.00
6 Nts	87.50	130.50	92.50	97.00	92.00
7 Nts	101.00	151.00	106.50	112.00	106.50
*Extra nt.	13.48	20.61	14.28	15.05	14.28

*Extra night rate includes room tax and gratuity. Children under 12 years room free when sharing with adult. Transfers and package features, one time charge **$6.50** per child.

Meal Plan — Daily Rates

B.P. Breakfast Plan	M.A.P. Modified American Plan (Breakfast, Dinner)	F.A.P. Full American Plan (Breakfast, Lunch, Dinner)
$3.50 adult	$14.00 adult	$18.00 adult
$2.75 child	$10.00 child	$13.00 child

A 15% gratuity is applied to all meal plans M.A.P. and F.A.P.

NOTE: M.A.P. provides exceptional savings, proportionately, over a la carte dining and prevailing restaurant rates.

Prices: Based on U.S. exchange rate $1.00 = **On Par** and are subject to currency fluctuations.

Complimentary Room Policy: One complimentary room for each 25 rooms sold to a maximum of four rooms (room portion only, exclusive of tax and gratuity).

NOTE: Airport Departure Tax of $3.00 per person **NOT INCLUDED.**

Major Facilities and Activities

Poolside. Island calypso entertainment and lunches from 12 noon to 3 pm daily around the beachfront oasis pool with Bar. Mondays General Manager's open cocktail party.

The Pirate's Cove. Cocktails daily, starting at 4 pm. Dancing and rollicking calypso nightly from 10 pm to 2.

The Lobby. Cocktails daily from 7 pm til 10 pm while the world-famous Nassau Steel Band plays everything calypso, everything Bahamian.

The Crow's Nest. Dramatic top-floor nightclub with leading entertainers, plus dancing from 9 to early am.

Neptune's Table. Gourmet dining, international cuisine and service. Dinner and luncheon daily.

Paradise Island Casino. It's nearby, and the chips are waiting for those who'd make a pass at Lady Luck.

Sports. Snorkeling, skindiving, sailing, many other water sports. 4 tennis courts, 2 lighted for night play. Horseback riding.

Sightseeing. Trips to Nassau, its forts, its historic landmarks by arrangement.

Shopping. Downtown Nassau. Free bus service 4 times daily. Hotel arcade. Souvenir and gift shop. Perfume shop.

Meeting & Banquet Facilities

Name of Room	Dimensions	Ceiling Height	Theatre	Classroom	Banquet
Polaris Hall	124′ x 78′	16′	1500	600	1000
Section A	33′ x 78′	16′	360	155	260
Section B	31′ x 78′	16′	325	145	240
Section C	48′ x 22′	16′	120	50	85
Section D	48′ x 30′	16′	200	75	120
Section E	48′ x 26′	16′	160	60	100

ADDITIONAL HOTEL FEATURES AND ACTIVITIES

Cocktails and Hors d'oeuvres

(Price per person)	1 Hr.	2 Hrs.		No. of Persons		Group Total
Full Open Bar	3.75*	5.75*	×		=	
Full Open Bar with Hot & Cold H/D	7.50*	10.00*	×		=	
Rum Punch Party	2.50*	3.75*	×		=	
Dry Buffet	1.75*	2.50*	×		=	

*Includes 15% Gratuity **Subtotal $**

Entertainment

	Min. No. Hours	Cost		No. of Performances		Group Total
Native Trio	1	85.00	×		=	
Dance Band Plus Native Show	2	400.00	×		=	
Fashion Show	1	400.00	×		=	

Subtotal $

Sightseeing	Price per Person		No. of Persons		Group Total
City and Country	7.00	×		=	
Catamaran Cruise	10.00	×		=	
Nightclub Tour	10.00	×		=	
Seafloor Aquarium	2.50	×		=	
Ocean Sailing	12.00	×		=	

Subtotal $

Sports	Price per Person		No. of Persons		Group Total
Glassbottom boat cruise (1 hour)	10.00	×		=	
Snorkeling & skin diving cruise (for ½ day with lunch)	12.50	×		=	
Deep Sea Fishing (½ day, up to 6 persons)	80.00 (for boat)	×	(No. of Trips)	=	

Subtotal $

Golf	Winter	Spring/Sum/Fall		No. of Persons		No. of Days		Group Total
Green Fees (18 holes)	10.00	7.00	×		×		=	
Golf Cart (18 holes)	10.00	10.00	×		×		=	
Club Rental	5.00	5.00	×		×		=	

Subtotal $

Note: To figure per person cost for additional features or activities, divide total cost of each item by number of persons participating.

Total Addt'l. Features $_____ ÷ _____ Persons = $_____

TOTAL PROGRAM COST

(Per Person Costs)	(Per Person Rate) Dbl	Sng	Tri	Child
Basic Program _____ Nts.				
Meal Plan Adult _____ + Grat = _____ × _____ Nts.				
Meal Plan Child _____ + Grat = _____ × _____ Nts.				
Additional Hotel Features				
Airport Departure Tax				
Round Trip Airfare				
Subtotal				
× Number of Per Persons				
PER PERSON GRAND TOTAL				

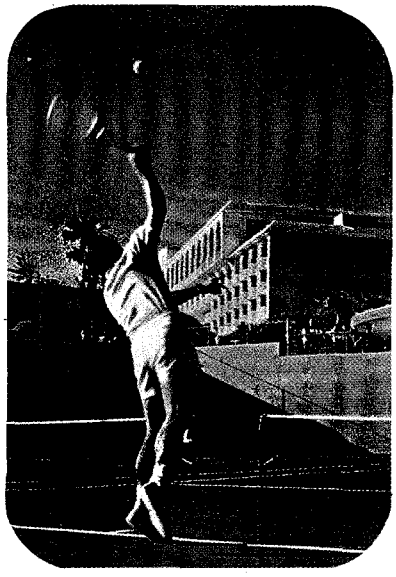
Note: Musical entertainment, sightseeing and off-premise sports activity prices are quoted at current available rates and are subject to change without notice. Customer should verify at time of booking.

GROUP GRAND TOTAL $ _____

Holiday Inn resorts are planned for good sports. Outdoors and in.



Test your game on championship courses.



Tennis day or night. Pro lessons.



International entertainers nightly.



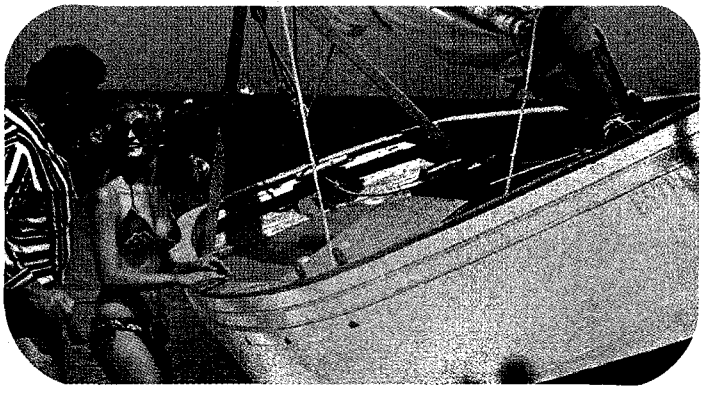
Gourmet dining enhanced by superb service.



The chips are down. Try your luck at the casinos.



Swim in the ocean. Swim in freshwater pools.



Take to the sea. Skipper your own island sloop.

Holiday Inns.

One source for all your travel planning

For more information on our Island Rendezvous program, contact a Holiday Group Sales Specialist in a city below:
Atlanta (404) 451-7105 • Boston (617) 742-7630 • Oak Brook, Ill. (312) 325-1225 • Dallas (214) 744-1578 • Hollywood (213) 469-2274 • New York (212) 868-1080 • Yeadon, Pa. (215) 622-0286 • Southfield, Mich. (313) 355-1062 • Toronto (416) 360-1980 • Arlington, Va. (703) 527-3384 • Memphis (901) 362-4921 • Miami (305) 531-3471

Sample Round Trip Regular Economy
INDIVIDUAL FARES

	ARUBA	BERMUDA	CURACAO
Chicago	$506.00	$306.00	$506.00
New York	404.00	180.00	404.00
Baltimore/ Washington, D.C.	376.00	190.00	376.00
	FREEPORT	**JAMAICA**	**NASSAU**
Chicago	$240.00	$372.00	$262.00
New York	218.00	320.00	226.00
Baltimore/ Washington, D.C.	198.00	320.00	200.00

AIR FARE NOTE: The above air fares are subject to CAB approval and subject to change without notice.



RESERVATIONS: Reservations for this package may be secured by a deposit in the amount of one night's accommodations, per person, at the time of confirmation. Full payment is required 30 days prior to arrival of group.

RESPONSIBILITY: Holiday Inn, Inc., its affiliates, associates and franchisees and/or any travel or booking agents, assume no responsibility for loss, damage or injury to person, property or otherwise resulting, directly or indirectly, from acts of God, dangers incident to the sea, fire, breakdown of machinery, or equipment, acts of government or other authorities, de jure or de facto, wars, whether declared or not, hostilities, civil disturbances, strikes, riots, thefts, pilferage, epidemics, quarantines, customs regulations, delays or cancellations of or changes in itinerary or schedules, or from the acts or omissions of any other persons, including, but not limited to, owners and contractors who furnish accommodations and services of any nature or transportation of any kind or from any cause or causes beyond the control of Holiday Inns, Inc., its affiliates, associates, and franchisees and/or travel or booking agent, or from improper or insufficient passports, visas or other documents, and neither Holiday Inns, Inc., its affiliates, associates and franchisees nor any travel or booking agent shall be liable or responsible for any additional expense or liability sustained or incurred by Purchaser and/or Passenger as a result of any of the foregoing occurrences or conditions. The airlines concerned are not to be held responsible for any act, omission or event during the time passengers are not aboard their aircraft. The passage contract in use by the airlines, when issued, shall constitute the sole contract in use by the airlines, when issued, shall constitute the sole contract between the airline and the purchaser of the tour and/or the passenger.

Any IATA/ATC carriers may be used in conjunction with this tour.

NOTE: Travel agent commissions paid only on basic package and meal plan. Additional features that may be added are priced net — non-commissionable.

EASTERN
THE WINGS OF MAN

Holiday Inns
CARIBBEAN • BAHAMAS • BERMUDA

HOLIDAY PRESS MEMPHIS—LITHO

route at the same time of the year. Each ITC must be reviewed by the Civil Aeronautics Board and the airline to guarantee the reputation, financial soundness and procedures of the tour operator.

NET NET — The actual cost of a program excluding mark-ups or commissions.

NON-AFFINITY GROUP — Similar in nature to an Affinity Group, except that the participants in this group do not have to belong to the same organization or be employees of the same company in order to benefit from reduced fares on certain flights. The group may be formed from among the general public, but all the tickets must be purchased through one source.

NON-SKED — A supplemental airline; an airline that offers passenger and charter services on a non-scheduled basis; sometimes referred to as a charter airline.

OAG — The *Official Airline Guide:* The manual published in various forms by the Reuben H. Donnelly Corp. and used in almost all parts of the world where air travel is a way of life.

OPEN-END — (adjective) Description of a travel program which does not limit the number of participants or winners. (See CLOSED-END.)

PENSION — A French word which is widely used in all of Europe to denote a boarding house or guest house (with both lodging and meals provided).

PITCH — The space occupied by an airline seat. The PITCH is the distance between the back of one seat and the back of the seat behind it. The greater the pitch . . . the greater the comfort (more leg room).

PRO-RATA AFFINITY CHARTER — The term used to denote that the cost of the entire charter will be divided among the number of passengers who are transported.

SINGLE ENTITY CHARTER — This phrase applies to a charter flight whose expense is borne exclusively by a single person, company or organization; the individual passengers bear no expense, directly or indirectly. (On a SINGLE ENTITY CHARTER, none of the passengers may be charged for any flight costs whatsoever.)

SKD — This abbreviation stands for SCHEDULED AIRLINE; an airline which publishes a schedule of fares and a schedule of regular flights between given points. (See NON-SKED.)

SPLIT CHARTER — This term defines the situation when the entire capacity of an aircraft is chartered by two or more different groups.

SUPPLEMENTAL AIRLINE — Sometimes referred to as a charter airline, the supplemental airline is one which does not publish a schedule of its flights or its fares, it is a NON-SKED.

T & T — Tax and Tip; this phrase is usually used when discussing the cost of food and liquor. If the price of cocktails is quoted at $1.50, it is important to specify whether $1.50 is the price including T & T . . . or whether T&T must be added to the figure of $1.50 to obtain the accurate cost of the cocktail.

TOUR-BASING FARE — A reduced round-trip fare available on specified dates and between specified times, only to those passengers who purchased preplanned, prepaid tour arrangements prior to departure. TOUR-BASING FARES apply to Group Inclusive Tours, Incentive Groups, contract bulk inclusive tours, tour basing and group round-trip inclusive tour basing fares.

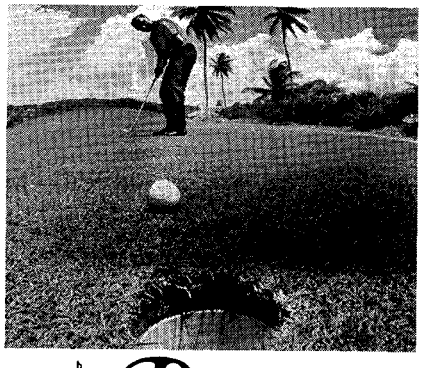
TOUR OPERATOR — This applies to a company, sometimes called a wholesaler, which creates and/or markets inclusive tours and/or performs tour services and/or subcontracts their performance. In most cases, a TOUR OPERATOR (wholesaler) will sell to a travel agency or group travel specialist.

TRAVEL AGENT (AGENCY) — A person or firm which qualifies to handle and sell all elements of travel to the general public. These elements include such items as hotel rooms, meals, all types of transportation, cruises, tours, sightseeing, etc.

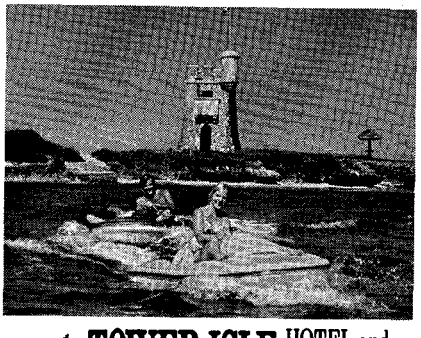
TRAVEL GROUP CHARTER — Generally available through travel agents, these charters, composed of 40 or more persons, do not require a group affiliation. Reservations and partial fare deposits must be made at least 90 days prior to departure. Unless the plane is at least 80 per cent full, the trip will be postponed or cancelled and the fare deposits will be refunded.

WET LEASE — As opposed to DRY LEASE, this is the rental of a plane complete with crew, supplies, fuel and maintenance service.

WHOLESALER — Same as TOUR OPERATOR, one who creates/markets/subcontracts the performance of inclusive tours and tour services. □



Runaway Bay
HOTEL AND GOLF CLUB
P.O. Box 58, Runaway Bay, Jamaica, W.I.



TOWER ISLE HOTEL and TENNIS CLUB
Tower Isle Post Office
Ocho Rios, Jamaica, W.I.
Nick Brimo, General Manager

JAMAICA'S CHOICE FOR BUSINESS.

Here's the best choice for your group.

In Runaway Bay, the Runaway Bay Hotel. A famous place with a lake size pool, a beach that goes on forever, golf, tennis and horseback riding. (Accommodates groups of up to 300.)

In Ocho Rios, Tower Isle Hotel. A magnificent place with all watersports, a secluded beach, a private island, tennis and golf nearby. (Accommodates groups of 10-280.)

Both are beautiful hotels with luxurious rooms, exciting nightly entertainment and facilities for meetings, forums, lectures, seminars, banquets and private parties.

Why take a chance somewhere else when you have the best choice right here?

Operated by the Issa Family of Jamaica.
Telex 2168 ISSABROS JAMAICA.
Represented by the Leonard Hicks Organization.

Mr. R. Neiman, Dir. Mktg. & Sales, Issa Hotels
464 S. Dixie Highway—Suite 200
Coral Gables, Fla. 33146 (305) 661-8513

Please send me brochures and group rates for Jamaica's Choice: Tower Isle & Runaway Bay.

Name_____
Company_____
Address_____
City_____ State_____ Zip_____

CIRCLE 108 ON READER SERVICE CARD

Affinity Charters: What's it all about?

The following material was extracted from the World Airways, Inc. Smart Kit, a large loose leaf notebook filled with invaluable information about all types of charters from facts about them; putting charters together; getting the most out of affinity group charters; to the Travel Chairman's Smart Kit and much more. For copies of the Kit, which are in great demand and often in short supply, contact William A. Hardenstine, Senior Vice President Sales, Oakland International Airport, Oakland, Calif. 94614.

What is an Affinity Charter?

Generally speaking, an Affinity Charter is one conducted by some kind of legitimate organization like a club, employee organization, a church group, a hobby group that exists for some purpose other than travel.

What are the benefits?

From the charter organizer's standpoint, one of the major benefits of Affinity Charters is that there are fewer conditions that have to be met compared to other types of charters. Additional passengers can be signed up right until the time of departure as long as they are **bona fide** members of the chartering group. No financial safeguards are required, so there is no need to put up collateral for a bond. The organizer is free to set whatever deposit and payment schedules he sees fit.

Additionally, less paperwork is required to file with CAB. And, Affinity Charters can be offered with or without land packages and be of any duration.

What are the requirements?

1. They can only be conducted by bona fide organizations formed for some purpose other than travel.

In judging whether an organization is eligible to conduct Affinity Charters, the CAB considers a number of factors. How long was the organization in existence before it started offering charters? Are members required to pay regular dues? Does the organization have by-laws and do they provide for the regular election of officers? Are complete lists of paid-up members readily available?

Almost any type of organization that can answer these questions affirmatively is eligible to conduct Affinity Charters.

2. Only those who have been members for 6 months together with their immediate families, may go. The immediate family includes the husband or wife, children and parents who are living in the same household. The six month' rule means the individual must have been a **bona fide member** six months before the departure of the charter.

JUST PUBLISHED

CUNARD'S AFFINITY GROUP RATES

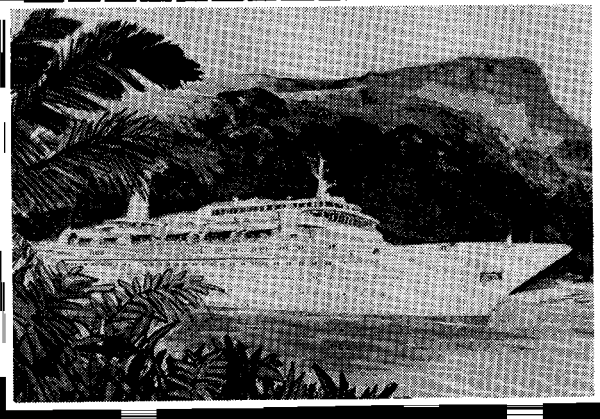
Cunard Adventurer gives you—

- One week cruises from San Juan to five Caribbean Islands plus South America.
- A modern ship, built for cruising.
- All air-conditioned accommodations with private bathroom facilities and two beds on the floor . . . not bunks.
- On-board activities such as cinema, nightclub and casino.
- Popular ports of call like Barbados, St. Thomas, St. Lucia, Grenada and Venezuela, South America.
- Four gourmet meals a day.

Shouldn't a Cunard cruise be in your groups vacation plans this year?

CUNARD

Group Travel Specialists



Mr. D. H. MacGarvey
Manager, Group & Charter Dept.
Cunard Line Limited, 555 Fifth Avenue, N.Y., N.Y. 10017

Please rush details and complete information to:

Name_____

Group Name_____ #.in Group_____

Address_____

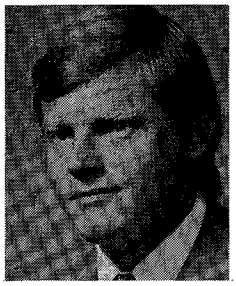
City_____ State_____ Zip_____

Please call me at ( ) _____

CIRCLE READER SERVICE CARD NO. 109

Constructive Comments

Being on target with outdoor archery range



by Anthony W. Kotz
Kotz & Schneider
Land and Recreation
Planning & Design
Syracuse, N.Y.

RM is starting a monthly facilities column by Tony Kotz, an Associate Member of NIRA, designed to cover myriad facilities. He will present specific details of design of facilities and articles of general planning consideration. Kotz has been a contributing writer to RM a number of times and is one of the top authorities in his field.

ARCHERY continues to grow in popularity and is an ideal industrial recreation sport.

An outdoor archery range may be a relatively inexpensive facility. However, you need an open, reasonably level field at least 150 yards long, free from rocks and other hard objects. It should be isolated, fenced, or otherwise controlled for safety.

As many standard archery targets as desired or space permits should be set up along a fixed target, preferably 15 feet apart.

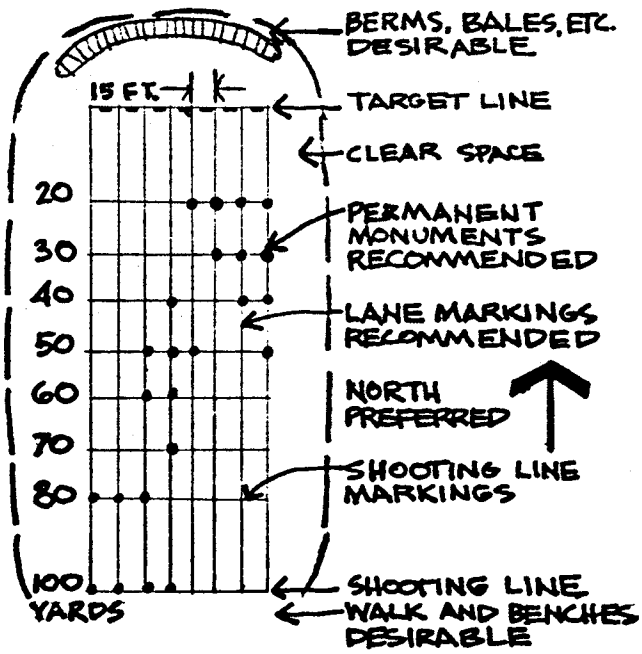
The range is then marked off with shooting lines parallel to the target line at 10-yard intervals, usually at 20 through 80 yards plus 100 yards maximum distance. Permanent monuments set flush with the ground will facilitate marking of the range.

There should be at least 10 yards clear area each side of the range and 25 yards behind the targets for safety. Fencing, earth berms, or bales of hay will help delineate the range and control arrows.

Boxes or shelters for equipment storage may be desirable. A walk and benches behind the shooting line will be appreciated by shooters, particularly when the ground is wet. They will also facilitate use by the handicapped, and reduce wear and tear.

The sketch below should help you with the design.

Next: Outdoor tennis court construction.



More on affinity charters

(Continued from page 50)

3. **The charter may only be offered to members.** It cannot be offered or advertised to the general public in order to get them to join the organization in time to qualify for taking the charter.

4. **The total cost of chartering the aircraft must be prorated among all the passengers going.** If all of the seats in the aircraft have not been sold, the price per passenger will be proportionately higher than if the flight had been completely sold out.

All of the organization's costs in promoting and organizing the trip among its members can be included as part of the total cost that is prorated among the passengers. However, it can only add the actual and reasonable cost of organizing the charter.

An Affinity Charter cannot be used as a profit making or fund-raising activity for the organization. The airline conducting the charter can pay a commission of 5% to a travel agent who is arranging the charter for an organization.

5. **All of the details must be fully disclosed.** All promotional material offering a specific charter to members must indicate the name of the airline that's to be used, the type of aircraft, the number of seats and indicate that the final price is subject to change depending on the number of seats that are actually sold.

6. **Split charters with as few as 40 passengers are permitted.** If an organization cannot fill an entire jet, it can contract to charter a portion of the seats on the aircraft as long as others can be found to charter the remaining seats.

7. **You must have a commitment from an airline before you can promote.** The charter cannot be offered to members until the organization has a firm commitment from an airline to furnish the type of aircraft, at the price, and on the dates mentioned in notices to members. You may send out questionnaires to see how many might be interested in the general type of trip you are thinking of conducting — as long as it is clear to members that this is all it is, and that they are not being asked to make a firm commitment to take the trip.

Further details on these basic requirements can be obtained from your nearest World Airways office or by requesting the complete rules and regulations concerning Affinity Charters from the CAB (Room 516, 1825 Connecticut Ave. N. W., Washington, D.C. 20428). □

NIRA 1975-6
TRAVEL INFORMATION SERVICE

As an aid to travel club officers and recreation administrators, RM briefly outlines travel destinations and special interest trips. Indicate your interests on the Reader Service Card, tear it out, and mail it to us. RM will see that you receive further details. If you are interested in an area not profiled here, indicate that area on the Reader Service Card.

International Travel

CARIBBEAN CARNIVAL
Beachcombing or nightclubing — in Jamaica, Puerto Rico, and the Virgin Islands.
CIRCLE READER SERVICE CARD NO. 1.

SOUTH AMERICAN SOJOURN
Brazil, Argentina, Columbia, Peru, Venezuela, Excitement and fire of the Latin is mixed with the serenity of the early Inca civilization ruins.
CIRCLE READER SERVICE CARD NO. 2.

MEXICO
The charm of Taxco, the elegance of Acapulco, the cosmopolitan aura of Mexico City are close to home but worlds away in atmosphere.
CIRCLE READER SERVICE CARD NO. 3.

CANADA
Rough it in the north woods or swing in the sophisticated atmosphere of our northern neighbor's larger cities.
CIRCLE READER SERVICE CARD NO. 4.

AUSTRALIA - NEW ZEALAND - SOUTH PACIFIC
Australia, land of the koala bear, kangaroo, and boomerang. The unmatched beauty of New Zealand. Polynesian dances and water sports in Tahiti, Samoa, Bora Bora.
CIRCLE READER SERVICE CARD NO. 5.

THE FAR EAST
Japan, Hong Kong, China, Thailand, Korea. The Orient offers many possibilities and attractions, from Tokyo to Bankok . . . to Peking.
CIRCLE READER SERVICE CARD NO. 6.

THE MIDDLE EAST
Israel, Egypt, Jordan, Lebanon, Iran. Cradle of civilization. Attractions from the Nile to the oil fields to the Israelite kibbutzim.
CIRCLE READER SERVICE CARD NO. 7.

INDIA - PAKISTAN - BENGLA DESH
Explore the mysteries of the subcontinent. Everything from temples to elephants.
CIRCLE READER SERVICE CARD NO. 8.

GREECE - GREEK ISLES - TURKEY
Here western civilization began. History abounds from Athens to Istanbul. Cruise the beautiful Greek coastal islands.
CIRCLE READER SERVICE CARD NO. 9

EUROPEAN TOUR
Two weeks or more. A must for the first-time traveler to Europe. Highlights from London to Paris to the Rhineland or as you like it.
CIRCLE READER SERVICE CARD NO. 10.

FRANCE - SWITZERLAND
From Paris and all its glamor to Geneva and the Alps.
CIRCLE READER SERVICE CARD NO. 11.

ITALY
Music and art lovers revel in cities like Milan and Florence, and everyone loves Rome.
CIRCLE READER SERVICE CARD NO. 12.

GERMANY - AUSTRIA
From Berlin to Vienna, visitors will find an abundance of music, art and friendly hospitality.
CIRCLE READER SERVICE CARD NO. 13.

NETHERLANDS - HOLLAND - BELGIUM - LUXEMBOURG
From land reclaimed from the sea to fine lace to one of the world's smallest countries, it's a trip you'll remember.
CIRCLE READER SERVICE CARD NO. 14.

SCANDINAVIA
Norway, Sweden, Denmark, Oslo, Stockholm, Copenhagen, all the exciting northern cities. Good food and good scenery abound.
CIRCLE READER SERVICE CARD NO. 15.

RUSSIA - EASTERN EUROPE
Beautiful scenery, a different culture and life style are waiting for you to explore in these far-away lands.
CIRCLE READER SERVICE CARD NO. 16.

SPAIN - PORTUGAL
From warm, sunny beaches to the excitement of the bullfight, the price is right.
CIRCLE READER SERVICE CARD NO. 17.

AFRICA
North Africa, Safari Country, South Africa. An immense country with many different cultures and ways of living. Lots to see in both scenery and wildlife.
CIRCLE READER SERVICE CARD NO. 18.

BRITISH ISLES
England, Scotland, Ireland. Land of history and birthplace of our culture. No language barrier here, just lots of friendly people.
CIRCLE READER SERVICE CARD NO. 19.

LONDON
See England's capital and most historic city. Sightsee or swing from Westminster Abbey to internationally known night-spots.
CIRCLE READER SERVICE CARD NO. 20.

Domestic Travel

YANKEE COUNTRY
Maine, Massachusetts, Connecticut, Vermont, New Hampshire and Rhode Island provide historic shrines, year 'round sportsmen's paradise, unique side trips to Newport's stately mansions and authentic Americana for antique buffs.
CIRCLE READER SERVICE CARD NO. 21.

NEW YORK—CITY AND STATE
Plays, restaurants, shops, cultural sites, United Nations are a few of the city's attractions — but the Empire State has much else to offer, too, with Niagara Falls, the Catskills, West Point, many vineyards and wineries.
CIRCLE READER SERVICE CARD NO. 22.

WASHINGTON, D.C.
Our capital city and its environs offer the excitement of government-in-action in Congress visitors' galleries and White House tour. Take thrilling side trips to Mount Vernon, the Naval Academy and Arlington.
CIRCLE READER SERVICE CARD NO. 23.

OUR COLONIAL HERITAGE
Rich in history are Virginia, Delaware, Maryland and Pennsylvania. "Must" stops include restored village of Williamsburg, Yorktown, Gettysburg, Amish and Pennsylvania Dutch country, Independence Hall.
CIRCLE READER SERVICE CARD NO. 24.

SOUTHERN HOSPITALITY
The best of the Old South lives on in Georgia, Mississippi, Alabama — plus new sea coast resorts on the Gulf coast shores for fun and games!
CIRCLE READER SERVICE CARD NO. 25.

FLORIDA ESCAPE
Jet-away to sun and fun in the state with much to offer — beautiful beaches, exciting cities, historic sites, everything imaginable in outdoor recreation. Disneyworld.
CIRCLE READER SERVICE CARD NO. 26.

MID-CONTINENT, U.S.A.
From the quiet beauty of a Minnesota lake, to the bustling excitement of the nation's Second City, to the thrill of following the Lincoln Heritage Trail — the central states offer a wide variety of entertainment to travelers.
CIRCLE READER SERVICE CARD NO. 27.

ROCKY MOUNTAIN COUNTRY
Any season is the right one to visit Colorado, Idaho or Utah. Spectacular scenery, out-of-this-world skiing, trail-riding, shooting the rapids, keep visitors out-of-doors all year 'round.
CIRCLE READER SERVICE CARD NO. 28.

A PLACE IN THE SUN
Arizona offers golf, swimming, the charm of Scottsdale, the grandeur of The Canyon and side trips to any of 19 Indian reservations.
CIRCLE READER SERVICE CARD NO. 29.

WHERE THE ACTION IS!
In Nevada, of course — but there's more to it than the thrills of Las Vegas. Wise tourists also visit Hoover Dam, Lake Mead and Fire State Park.
CIRCLE READER SERVICE CARD NO. 30.

CALIFORNIA — A COASTAL INTERLUDE
From the world's most perfect climate at San Diego, north through Disneyland, Knott's Berry Farm, Hollywood, San Simeon, Big Sur country, Monterey, to exotic San Francisco — no time to be bored on a trip like this!
CIRCLE READER SERVICE CARD NO. 31.

THE 49TH STATE
Travel by ship or plane, but plan to spend part of next summer in Alaska in the heady atmosphere of Ameria's last frontier.
CIRCLE READER SERVICE CARD NO. 32.

"ALOHA" . . .
means hello or goodbye in Hawaii — and a lot of things in between. Visit one island or four major ones. Stopovers in San Francisco can be arranged also.
CIRCLE READER SERVICE CARD NO. 33.

Special Interest Tours

Most companies have ready-made groups for which special trips, domestic or international, can be arranged. To receive information on travel for a special interest group, indicate which type trip you are interested in.

Theatre Dance Tour	**No. 34**
Art Festival Tour	**No. 35**
Holy Land Tour	**No. 36**
Photo Tour	**No. 37**
Hunting Tour	**No. 38**
Fishing Tours	**No. 39**
Safari	**No. 40**
Ski Tours	**No. 41**
Golf Tours	**No. 42**

Travel Impressions
Travel Impressions
Travel Impressions
vel Impressions

CHARTER AFFINITY PROGRAM $369.*

Impressions of CANCUN

impress your clients with a creative new concept in group travel

CANCUN. The first and only complete resort. Less than 3½ hours from most major American cities.

CANCUN. As new as the sunrise. An island paradise linked to Mexico's Yucatan coast. Sun. Sea. Sports (even a Robert Trent Jones golf course). Luxury—unmatched anywhere else.

CANCUN. As old as man's very civilization. Just a short drive away, the thrilling sights and mysteries of Mayan ruins turn the clock back over 1,000 years.

TRAVEL IMPRESSIONS OF CANCUN —The affinity group program (minimum 40) guaranteed to *impress* your clients:

• **AMERICAN AIRLINES jet departures weekly.** • **WESTERN INTERNATIONAL CAMINO REAL HOTEL, our Mayan Palace for 8 days/7 nights.** • **Cocktail party, transfers, gratuities, taxes.** • **Optional tours and dining plan.** • **TRAVEL IMPRESSIONS' IMPRESSIVE PERSONAL SERVICE.** Coordination, back-up promotion and on-the-spot supervision by Travel Impressions' personnel.

• **Call or write for full-color brochure.** Dept. RM

*New York (other cities on request)

Travel Impressions, Ltd. *Creative Concepts in Group Travel*
70 Glen Cove Road, Roslyn Heights, N. Y. 11577/(516) 484-5055/(212) 895-3830

CIRCLE READER SERVICE CARD NO. 110

Monthly Publication Lists Availability of Low Budget Charter and Group Tours For Company Travel Clubs

EMPLOYEE club recreational charter and scheduled group travel has become a major activity in many companies in the industrial recreation industry. Much valuable staff and personal time is expended surveying various potential destinations, selecting suitable sites, firming-up air transportation and making hotel and ground handling arrangements.

Often it is difficult to develop an in-house staff capability on the nitty-gritty details which turn the business of planning and executing an employee's club vacation trip from a pleasant collateral activity into a nerve-fraying nightmare.

Relief from much of this agony can be found in a new travel industry magazine called JAX FAX.

Published monthly, and distributed to 13,000 group organizers, travel agents and tour wholesalers throughout the U.S., JAX FAX is a quick reference directory of air charter and group air tour availability. While unique in its content, this year-old publication is not unlike the Official Airline Guide. JAX FAX lists all types of charter flights available to qualified affinity and single entity groups — such as employee club members and their immediate families. Group tour availability on various scheduled flights is also given.

Specific departure and return dates are listed in sequential order together with the number of days involved. Information is also provided on hotels, meals and other cities included in multi-stop itineraries.

Per person prices are given for all departures and each listing identifies the tour operator or airline responsible for the flight together with the telephone contact or page number of the tour operator's ad.

What does all this mean to group travel planners in the industrial recreation industry? We asked this question of Clifton Cooke, President of Jet Airtransport Exchange, Inc. (JAX), the Stamford, Conn., company which publishes JAX FAX.

"Since JAX FAX lists charter and group tour availability for dates up to 18 months in advance, and revises this information every month, travel planners have a ready reference source in a single 100 page publication. Every month, new charter and scheduled tour programs are listed, many of which feature new destinations not previously available", said Cooke.

"More than 100 tour operators and airlines pay monthly fees to have 1,500 to 2,000 of their flights displayed in JAX FAX, and many describe their offerings in a standard advertising format in addition to the listings.

"With the recent increase in air fares and charter rates which have occured because of increased fuel prices and general inflation, it becomes increasingly important for company travel club planners to know what competitive airlines and tour operators are offering to various domestic and overseas resort areas. Prices of 'ad hoc' charters (i.e., a single round trip flight) offer little, if any, savings to a group because the airline must charge for repositioning the group's aircraft after the outbound flight and again for the return trip. The 'ferry' charges wipe out any savings which might otherwise be realized by the chartering organization.

"Therefore, it becomes wise to buy into a program of so-called 'back-to-back' charter flights operated on a weekly or other fixed timespan basis. Most of these trips are contracted for by major tour wholesalers who, because they commit themselves to utilize a pattern of 26 or even 52 weekly flights to a given destination, are able to obtain lower rates than 'ad hoc' charterers. Equally important, these wholesalers contract for hotel rooms at the destination in blocks of 100 or 200 rooms every night for 3, 6 or 12 months. The bulk rates offered by hotels are sometimes 40-50 percent lower than a group travel planner might pay for a one-shot, six-night stay in any one of these same hotels.

"Many groups don't need an entire jet, which today can mean up to 450 seats on some of the wide-bodied jets", Cooke observed. "That's where the split-charter concept becomes very attractive! It allows an affinity group (as few as 40 passengers) to sub-charter only those seats needed, and enjoy exactly the same price per seat as the other group or groups on the plane. This split-charter capability applies both to charter flights operated by scheduled carriers as well as to those of supplemental carriers, both U.S. and foreign flag.

"Individual passengers, without affinity group status, can also be booked on charter flights, but only on Inclusive Tour Charters (ITC) and on Travel Group Charters (TGC). The former category requires the advance purchase of land arrangements, while seats on Travel Group Charters can be purchased without hotels or land tours. TGC's must however be firmly booked 60 days and fully paid for 45 days prior to departure.

"Anyone reasonably familiar with travel can learn to use JAX FAX with five minutes of self instruction. Every city code and all abbreviations used in JAX FAX are clearly explained and all participating tour operators are identified by their full company name, address, phone number and the person responsible for marketing the listed tours."

SEND FOR FREE SAMPLE COPY

Want to receive a complimentary copy of the current issue of JAX FAX? If you'd like to put JAX FAX to the test in your company's group travel club planning activities, you may write to Cooke on your company letterhead and ask for a free copy. Address your request to Clifton N. Cooke, Publisher, JAX FAX, JAX Building, 9 Webbs Hill Road, Stamford, Conn. 06903. □

RM Yearly Index

Cultural and Social Activities

	Month	Page
Bulbhome	Jan/Feb	4
The Golden Years? The Need for Pre-Retirement Education	March	22
Now is the Time to Organize Spring, Summer Special Activities Groups	March	30
Giving Vitality to Retirement	April	20
is a Singles' Club Necessary in a Large Corporation	June/July	30
Employees Can Relax at Lunchtime . . . by Sandwiching in a Hobby Between Noon and One	October	6
Industry and Recreation Programs in the Soviet Union: Toward a Convergence of Worlds	October	10

Departments

Advertisers Index	Jan.-Dec.
Classified Ads	June/July, Oct., Nov., Dec.
Company Profile	Jan.-Dec.
Editor's Note or Editorial	Sept., Nov., Dec.
Good Things to Read	Jan./Feb; May, June/July, Oct., Nov.
Meet Your Board	Sept., Oct., Nov., Dec.
News in Brief	Jan.-Nov.
NIRA News	Jan.-Dec.
New Products	Jan.-Dec.
Professional Services	Jan.-Dec.
Tournament News	Dec.
Transition	Jan./Feb.
Names in News	June/July, Aug., Sept., Oct., Nov.
Associate Profiles	Jan./Feb., March, April, May, June/July, Sept.-Dec.
Travel Spotlight	Jan.-Dec.
Washington Scene	Sept., Oct., Nov.
NIRA Information Center	April
NIRA Information	Oct., Nov.

Group Travel

Member Travel Survey	Jan./Feb.	24
Have Energy Crisis Will Travel?	Jan./Feb.	22
Pitfalls to Avoid in Launching Group Travel Programs	Jan./Feb.	28
A Little Kowledge is a Good Thing . . . If Offering Employees Travel Information	Jan./Feb.	30
FERA Offers Guidelines to Successful Travel Programs	April	33
Travel Services Directory	Sept.	17
Group Travel: Some Facts and Figures	Sept.	33
Great Group Travel Destinations	Sept.	34
NIRA Travel Information Service	Sept.	42

NIRA Affairs

Bulbhome	Jan./Feb.	4
Have Energy Crisis will Travel?	Jan./Feb.	22
Never Underestimate the Power of the Unions in their Attempt to Take Over Recreation Programs	March	28
Atlanta: 1974 NIRA Convention Site	April	24
NIRA Conference Program, Schedule, Registration Form	April	44
Convention Sponsors	May	13
33rd Annual NIRA Conference Program	May	17
NIRA Past Presidents	May	18
Conference Chairmen	May	19
President's Message	May	20
Incoming President's Remarks	May	21
1974 Employer of the Year	May	21
Program Information	May	24
Spouse's Program	May	30
Scenes of 33rd Annual NIRA Conference	August	5
Scenes of Conference Fun, Awards	August	6
Conference Exhibitors	August	7
Employee Recreation is More Than a Fringe Benefit	August	11
Post-Conference Tour	August	16
NIRA Bridge Tournament	Oct.	18
NIRA Welcomes 141 New Members	Oct.	26
An Active Group: NIRA Board Meets in Milwaukee	Nov.	15
Miles Carter, President's Holiday Message	Dec.	2
Tournament Results	Dec.	10
1975 Buyer's Guide	Dec.	17
More New NIRA Members	Dec.	43

Program Profiles

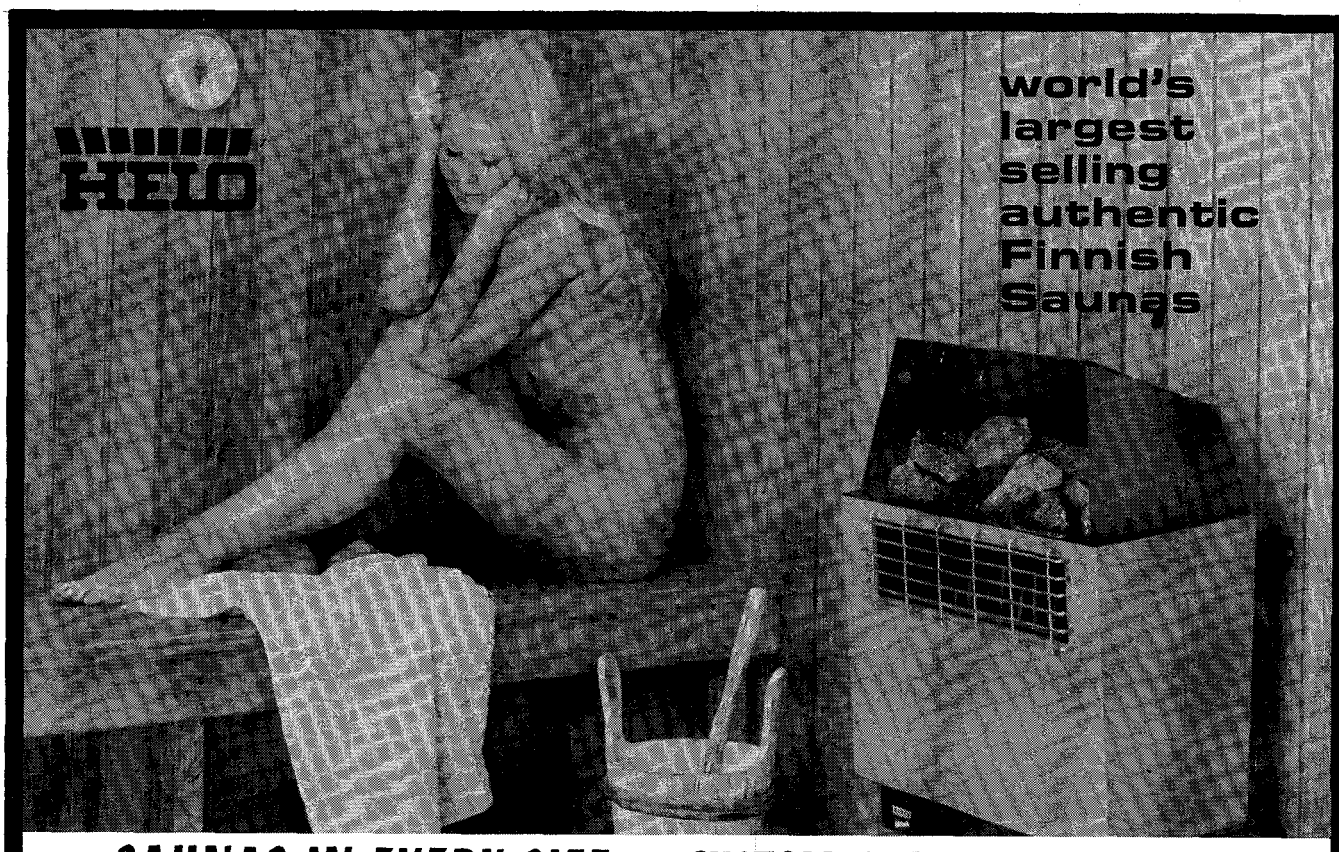
At Flick-Reedy, It Takes More Than Facilities to Form a Day Camp Program	March	38
Women's Fitness; Are We Fooling Ourselves?	April	18
Recipe for Serving Employees	May	11
At McLean Trucking, Recreation is Everybody's Game	Aug.	4
The Super Parks — Ideal for Family Fun	Sept.	12
Xerox, Leesburg — The Physical Treatment of a Company of Good Minds	Nov.	6
At Goodyear — Golfer's Tee Off Indoors in Winter	Nov.	21
A Productive Day Discussing Productivity at Flick-Reedy	Dec.	12

Recreation Administration

Recreation Equipment for Aged, Handicapped	Jan./Feb.	14
Campfire Safety	March	25
Your Company's Big Inning Can be an Outing	March	26
Productivity Through Play With Portable Recreation Equipment	June/July	14
Fall, Winter Equipment Planning Guide	June/July	35
Preparing for an Audit	Aug.	8
Fund-Raising Programs as Supplemental Income	Aug.	9
Evaluating Your Administrative Skills	Aug.	10
Effective Techniques of Promoting Recreation Programs	Aug.	13
Integrating Company, Community Recreation Programs, Facilities	Aug.	16
Leisure: A Double-Edged Sword	Aug.	29
The Art of a Director's Effective Group Guidance	Sept.	4
Vending Company President Advocates Canning, Reducing Commissions, but Idea Isn't Salable Among NIRA Members	Nov.	2
The Impact of Increasing Leisure Time on Corporate Administration and Personnel Programs	Nov.	4
Managing With Inflation—The Construction Industry	Nov.	16
Building a Facility? How to Find and Work with a Consultant	Nov.	16
Unique Industrial Park Has Recreation Facilities	Nov.	20
The Recreation Service Rack	Nov.	23
The Art of Budgeting	Dec.	33
Forecast for Industrial Recreation in 1975	Dec.	36
Key to Productivity: The Work Environment	Dec.	39

Sports and Physical Activities

Getting on Target in Initiating Archery Programs	March	36
RM Physical Fitness Survey	April	10
The State of the State Department's Fitness Program	April	14
As More Companies Provide Fitness for Employees . . . the President's Council Can be of Tremendous Help	April	16
Steps for Initiating an Endurance Exercise Program	April	26
Corporate County Clubs: a Golfer's Dream	June/July	12
Golf Tournament Rules	June/July	16
The Bowling Boom	June/July	18
The Why's and How's of Recreation Shooting Clubs	June/July	22
Shooting Sports: Something for Everyone	June/July	24

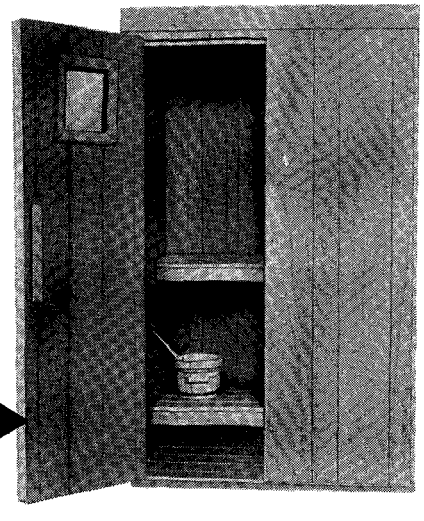


SAUNAS IN EVERY SIZE CUSTOM AND PREFABRICATED

USED IN ALL MAJOR HEALTH CLUBS, GYMS, SPA'S, YMCA'S, REC. ROOMS, HOTELS & MOTELS.

- UL APPROVED Imptd. FINNISH Heaters
- "Do it Yourself" Bldg. Plans
- Consultants to Architects & Bldrs.
- Steam Rm. units for Prof. & Home use

We offer Prefabricated Sauna Rooms with Helo Heaters that can be installed virtually anywhere in your home. Saunas in every size for every need . . . from small closet, basement or recreation room to large units for Club or Commercial Use. **DO-IT-YOURSELF BUILDING PLANS, FREE!** Widest selection of famous UL Listed Helo Heaters with Authentic Finnish "Konno" Rocks for controlled, even heat. Automatic thermostatic Control Panels. Hand Rubbed Redwood Sauna Rooms, Custom or Pre-fab . . . all at healthy, down-to-earth prices . . . the same Saunas we furnish to Y.M.C.A.'s, U.S. Government, Spas, Health Clubs Around the World. **We also distribute more than 250 MacLevy Professional, Heavy Duty units of Exercise Equipment. Call or write for details.**



SPECIAL! 4' x 4' x 6'6" High, Pre-Wired Sauna Pre-fab with 110 Volt "Plug-in" Heater, Floor, 2 Benches, Guard Rail around Heater, Visibility Window, Pre-wired Light, and UL Listed Heater. Incredibly priced. Assembles in less than 30 minutes. **NOW ONLY: $549**

For Complete Information, Clip & Return This Coupon Today!

HELO-MacLEVY • 92-21 Corona Ave. • Elmhurst, NY 11373

Fill-in & mail coupon or write on your letterhead for complete details.

WANT FAST ACTION?

Call Collect 212 592-6550

Your Name_____

Company Name_____

Address_____

City_____ State_____ Zip_____

Your Title_____ Tel. No._____
Incl. Area Code

CIRCLE READER SERVICE CARD NO. 111

How your whole group can catch the spirit.

1. Contact United's Charter Travel Expert.

2. Pick a fun place like Las Vegas, Mexico or Hawaii.

3. Catch the spirit for the finest charter trip your group has ever taken.

THE HIGH ROLLER!

Odds are, you'll love this charter to Las Vegas. You'll stay at the Las Vegas Hilton. With Olympic-size swimming pools, tennis courts, a tour guide and a bonus Fun Book for entertainment, cocktails, gambling lesson and special food prices.

The Friday to Monday (3 nights) ground plan retails for $75. The Monday to Friday (4 nights) is $79. (Based on per person/double occupancy.)

THE HOT ONE!

You leave Saturday and, ole! you're in Mexico for 8 days, 7 nights at the beautiful Hyatt Regency Acapulco. With swimming pool, sightseeing and all of Acapulco available to your charter group.

Ground package price is as little as $150.00 per person/double occupancy from May to September. Higher for winter season, November through April, when a modified American Meal Plan is required. Fantastico!

HAWAII!

Who knows Hawaii better than United? We'll take your group for 7 nights, 8 days of beautiful beaches, terrific weather and wonderful Island hospitality. Choose from either the deluxe Ilikai or Hilton Hawaiian Village Hotels. And enjoy, enjoy.

United's Charter Travel expert can customize your group's trip like no one else can. Because United flies the largest charter fleet of any scheduled airline in your land.

So we've got a lot of know-how in arranging the most enjoyable—and the most economical—charter group tours.

Just send in the pop-up card and we'll tell you how you can catch the spirit with United's many Charter Travel Plans.

The friendly skies of your land.

UNITED AIRLINES

CIRCLE READER SERVICE CARD NO. 112

A funny thing happened to Las Vegas in '75 . . . 8.7 million people visited the city

by Ken Swanson
Director of Marketing
Del Webb World Travel

A funny thing happened to Las Vegas on its way to 1975 . . . more people came to the city than ever before . . . 8.7 million visitors came to Las Vegas in 1974, for a total increase over 1973 of 254,000 persons . . . 35.2 percent of them arrived by airline, with 56 percent arriving by automobile.

There are 32,676 hotel rooms in Las Vegas, with 2,391 more under construction. You may wonder how these rooms stay full . . . and what is Las Vegas . . . let's take a quick look.

In 1905 Las Vegas was a water stop on the Union Pacific Railroad with a few scattered ranches . . . and not much changed, until 1931 when gambling became legal in Nevada. Today, 350,000 Las Vegas residents are dependent on the gambling industry, with 46,000 persons directly employed in Las Vegas hotels, in gaming and in recreation.

ENTERTAINMENT — The bright lights that glowed less during the energy crisis are back on. The glittering marquees flash the names of the country's top superstars such as Sammy Davis, Jr., Johnny Carson, Dean Martin, and Elvis Presley . . . all of whom receive weekly salaries reportedly in excess of $175,000 per week.

CHARTER GROUPS — With the price of gas on the rise, more people are taking advantage of packages in conjunction with low cost charter air fare. Companies like Pratt & Whitney, Goodyear Tire, Chase Manhattan Bank, Massey Ferguson all take advantage of employee group charters regularly. During 1974, 500,000 passengers arrived on charters to Las Vegas. Currently, packages like the "Las Vegas Caravan" offer 3 night programs including air fare, rooms, all taxes for $189 from Chicago — $216 from New York . . . and is available from 45 other cities east of Chicago.

These programs all encompass a total service from a welcome supervisor at the airport to a welcome briefing at the hotel. Departures are supervised and hospitality desks are available throughout the group's stay.

With the high salaries entertainers receive, many dinner shows can run as high as $25 per person. The prebooked entertainment option which can be purchased during briefings, has become most popular with groups. With prices ranging from $21 to $45 per person, many options include two dinner shows, lounge shows, late show and other items. These options create a real savings and should be considered before arriving in town.

To enjoy Las Vegas to the fullest, it is recommended that you plan your visit during mid-week. The Los Angeles metropolitan area is only a $4\frac{1}{2}$ hour drive away, and in excess of 5 million visitors a year come to Las Vegas from this area mostly on the weekends. For a more leisurely time with easy access to facilities, and better room rates, mid-week is best.

CONVENTIONS — 321 conventions convened in Las Vegas during the first 11 months of 1974, generating more than $73.6 million in estimated revenue for Las Vegas and totaling more than 287,916 delegates.

1959 was the first year Las Vegas got into the convention business in a big way . . . with the completion of the Las Vegas Convention Center. And expansion of the facility hasn't stopped. Construction of 170,000 square feet of exhibit space will begin soon and will bring the total to over 685,000 square feet. Currently, 20 new meeting rooms are under construction, bringing the total to 43.

POST AND PRE- CONVENTION TRIPS — These trips are rapidly becoming an "automatic" with conventions and group planners. Mexico and Hawaii are the two most popular destinations, with the trend being combining a business meeting and a pleasure holiday.

HOW LONG TO VISIT — The average number of nights being spent in Las Vegas is increasing. In 1970, the average was 2.3 . . . in 1974, the average was 2.95.

Groups traveling a greater distance to Las Vegas from the East and Southeast averaged 3.4 nights.

GAMBLING — It is estimated that the average conventioneer spends $60 a day in Las Vegas on room and food, with the tourist spending $50 a day. These figures exclude gambling. Gaming revenue for the first six months of 1974 was $338,134,884 — a 17.4 percent change over 1973.

Casino gambling today is much more complex than it was years ago. Many casinos provide information on the games, and at some hotels, classes are actually held for patrons. One main item to bear in mind while traveling to Las Vegas is it is all scrupulously honest. Everyone is protected . . . the state, the U.S. government, the player, the house.

OTHER DIVERSIONS — Many first-timers to Las Vegas are surprised at all the scenic wonders within a small radius of Las Vegas, such as the **Grand Canyon, Death Valley, Hoover Dam, Zion** and **Bryce National Parks, Disneyland, Yosemite National Park** and **Valley of Fire.**

The most popular Las Vegas tour is to Hoover Dam, with two departures daily at a cost of $6. Hoover Dam backs up Lake Mead, and provides 255 square miles of water for over 5 million visitors annually.

A 30-minute drive from Las Vegas takes you to Mt. Charleston, a cool retreat for everyone during the desert summers. This landmark rises 10,000 feet above sea level, so it also provides good snow skiing during the winter months.

All of these attractions can be packaged for groups and offered as options in conjunction with their basic Las Vegas program.

Las Vegas offers two exciting areas . . . the Las Vegas Strip and Downtown Casino Center. As the map illustrates, the Las Vegas Strip is a three mile array of exciting multi-million dollar hotels and resort spas. Five Strip hotels have their own golf courses, with a total of 13 courses located in Las Vegas. Practically all of the hotels have their own indoor and outdoor tennis courts.

Downtown Casino Center also sports lively action with an array of 13 deluxe hotels, all within close walking distance. This area is frequently referred to as "Glitter Gulch." This area offers economical accommodations in conjunction with low-priced meals and entertainment.

Las Vegas looks to a strong 1975, even though national situations such as increased gas prices and unemployment are on the rise. It is felt that people will sacrifice many things, but not their vacations. Las Vegas still offers the most economical excitement-filled three-day vacation anywhere in the world, and as individuals instrumental to tourism echo, this will never cease.

LAS VEGAS CARAVAN

SUMMER CHARTERS FOR EMPLOYEE GROUPS

4 days, 3 nights* Friday to Monday/5 days, 4 nights Monday to Friday

CHICAGO $189* total price
BOSTON $224* total price
NEW YORK $216* total price
ATLANTA $207* total price

All prices commissionable

DEL WEBB WORLD TRAVEL COMPANY
P.O. Box 15313, Las Vegas, Nevada 89114

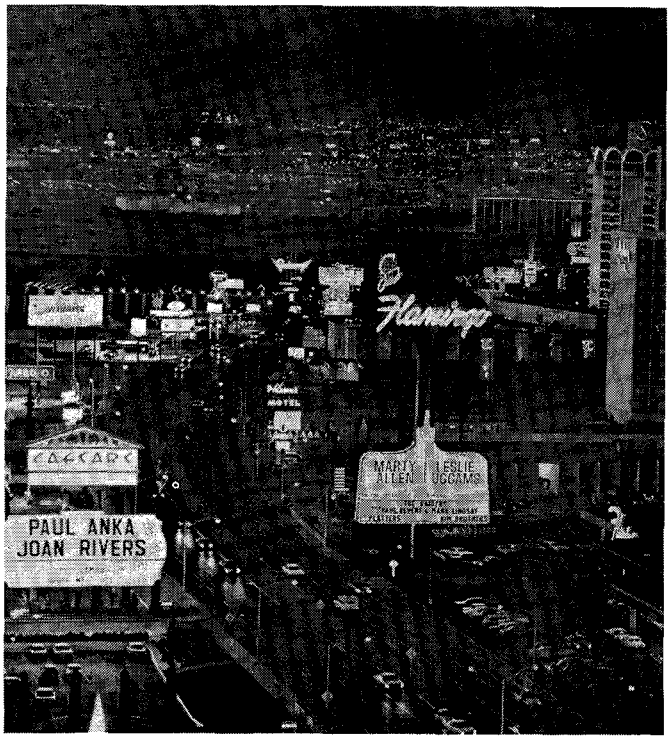
Available from 42 major cities . . . includes air, hotel, transfers, lounge show and cocktail, welcome briefing, hospitality desk, taxes and gratuities . . . $39 entertainment package available . . . via United Airlines . . . Las Vegas Hilton . . . Hotel Sahara . . . an established and superior travel product . . . available to bona fide affinity groups of 40 persons or more . . . quoted prices based on full 149-passenger DC-8 aircraft —

For full plane load service call

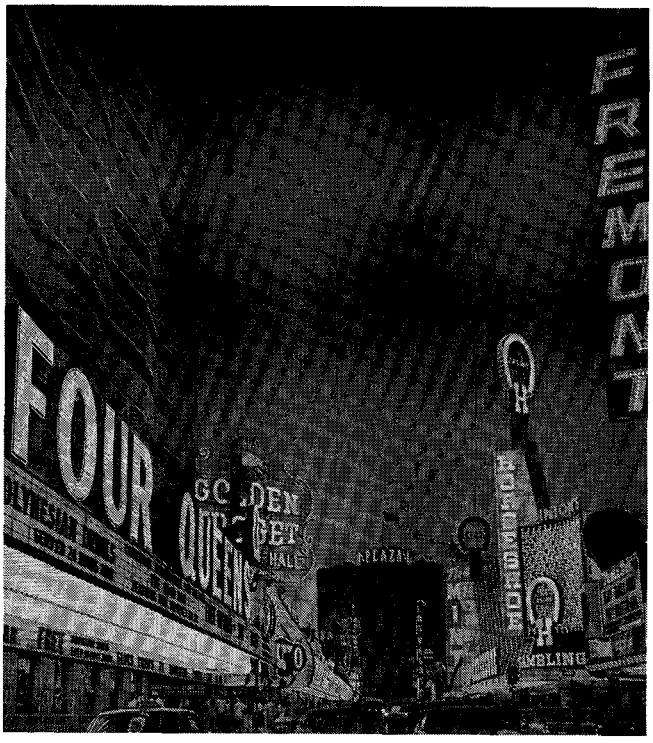
TOLL FREE 800-634-6677 • One Call Does It All!

Confirmations available throughout 1975 . . . $10 airfare increase July 1, 1975

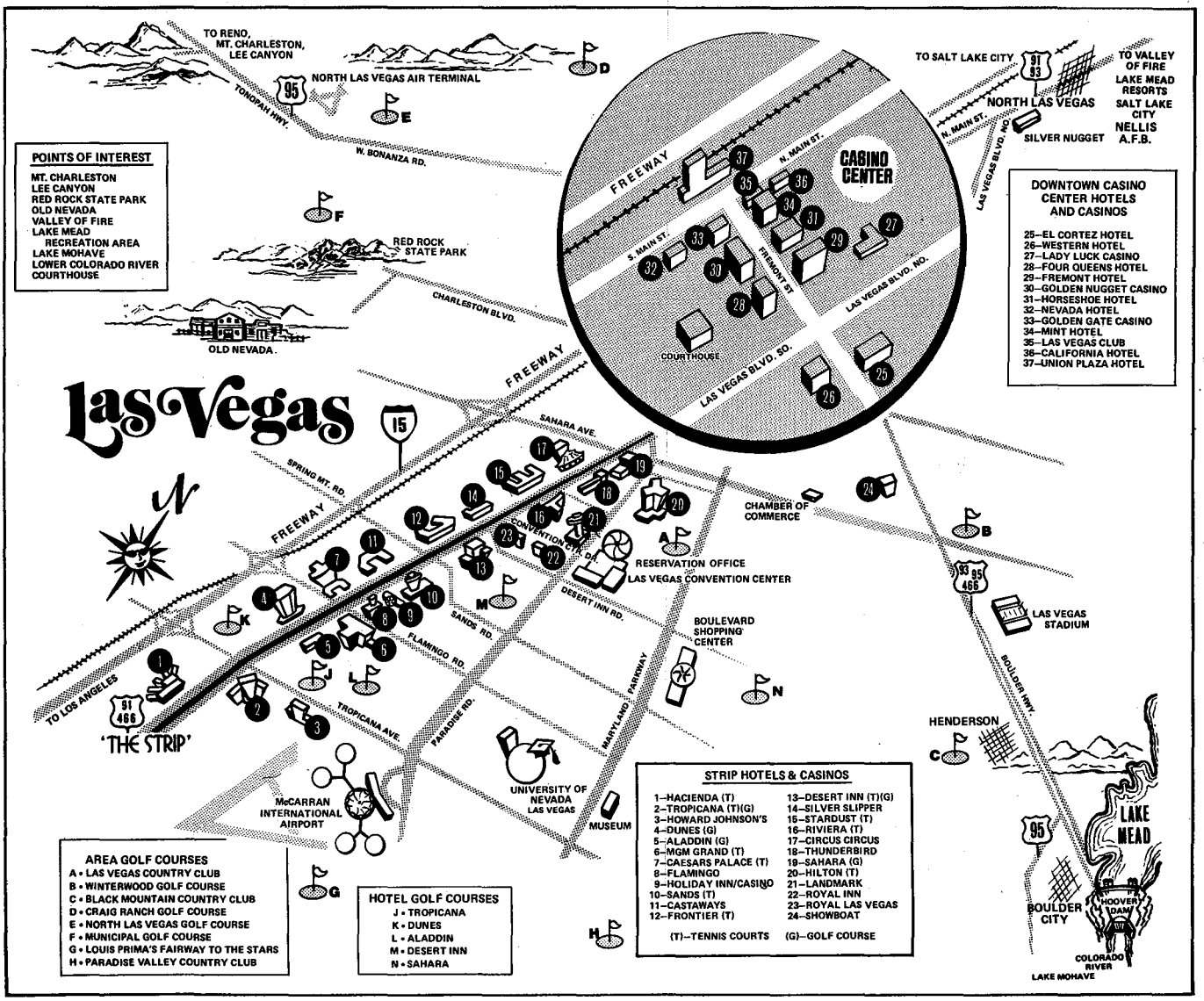
CIRCLE READER SERVICE CARD NO. 113



PHOTOGRAPHER'S PARADISE — Casino Center, the pulsating force synonymous with "The Entertainment Capital of the World," is the most brightly-lighted three-block area in the world. The scintillating neon, 45 miles worth, is a photographer's utopia.



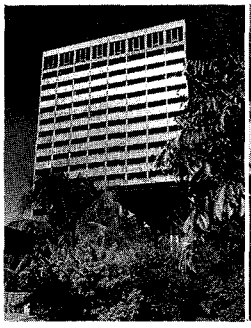
STRIP GLITTER — Like a gigantic display of fireworks, the Las Vegas Strip comes to life at sunset each day. More than three miles of incredibly colorful marquees stand out against the skyline, culminating in downtown Las Vegas and Fremont Street in the distant background.

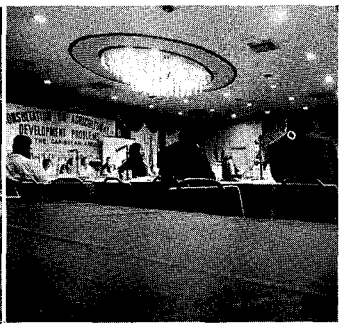


JAMAICA.
SHERATON MAKES A SUCCESSFUL MEETING HAPPEN IN CALYPSO COUNTRY.

Make your next meeting happen at the beautiful Sheraton-Kingston Hotel. A complete convention center with all the most modern facilities.

A new rooftop meeting and dining complex. And on the ground floor is the Independence Ballroom plus three other new function rooms.





MEETING ROOMS AND CAPACITIES:

ROOM	SIZE (FT.)	MEETINGS	BANQUETS
Ballroom	60 x 100	800	600
Room A	32 x 23	75	50
Rooms B & C	20 x 33	50	40
Room D	18 x 25	60	40
Room E	18 x 15	50	35
Top of The Sheraton	–	–	110

400 guest rooms. A tropical swimming pool. Nearby golf and tennis privileges. Fine dining in the Spanish Main. Dancing and floor show in the Jonkanoo Lounge.

Contact the Director of Sales for our convention brochure. Or call the nearest Sheraton Regional Sales Office.

Sheraton-Kingston Hotel

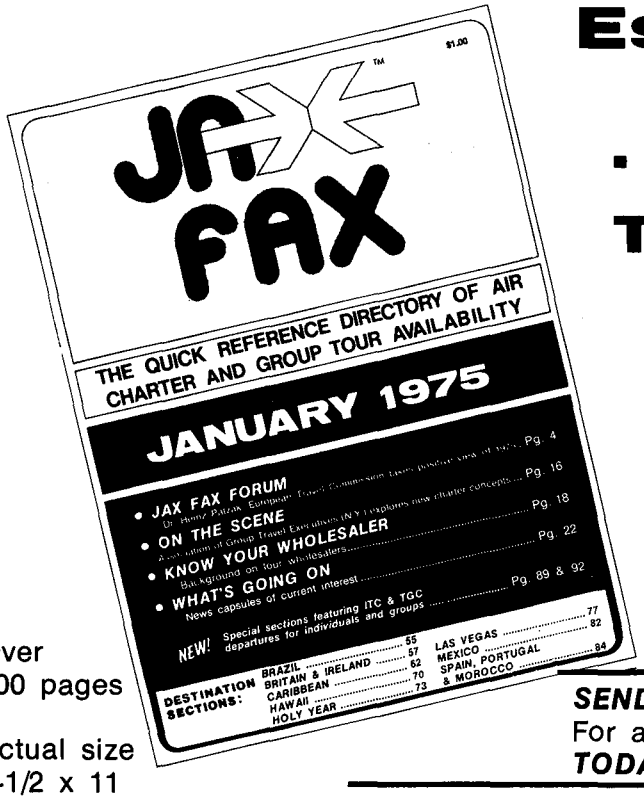
SHERATON HOTELS AND MOTOR INNS. A WORLDWIDE SERVICE OF ITT
KINGSTON, JAMAICA, TELEPHONE 926-5430, CABLE: SHERACO, KINGSTON

CIRCLE READER SERVICE CARD NO. 114

PUBLISHED EVERY MONTH

Especially for YOU

. . . The recreational TRAVEL PLANNER



Over 100 pages

Actual size 8-1/2 x 11

The most comprehensive reference guide to aircharter flights and tours for individuals and groups of any size!

JAX FAX tells you who has the affinity availability (Full Plane & Splits), **TGC's, ITC's** — and air/sea cruises too! Departure/return dates, prices, etc.

SEND For a free copy ***TODAY***

JAX FAX
9 Webbs Hill Rd.
Stamford, Ct. **06903**
(203) 329-2001

CIRCLE READER SERVICE CARD NO. 115

1975 NIRA Annual Conference, Exhibit

'The Challenge of Change'

"The Challenge of Change" is facing all of us, and the NIRA Conference and Exhibit this year is designed to help each recreation administrator learn to cope with change — to accept it as a challenge in a positive manner. In an unprecedented move, the 34th Annual NIRA Conference is being held, for the first time, outside the United States in Kingston, Jamaica, West Indies. It will commence this year on May 15 through May 20. All participants will stay at the Sheraton-Kingston Hotel.

Hotel

- 6 days/5 nights' accommodations with late check out on May 20 provided. Every room is air conditioned and has its own private balcony.
- Transfer airport to hotel via air conditioned bus, including baggage handling (44 lbs. per person) at airport.
- Pre-registered room service.
- All applicable tips to maids, bellboys, etc., service charges at hotel, baggage handling at airport and hotel.
- Government room tax.
- Children under 17 free in room.
- American Express Host Services.

Please select your price: (for 5 nights)

1. Per person — double occupancy.... $ 77.00
2. Per person — single occupancy..... 115.00
3. Per person — triple occupancy 67.00
4. Suites — per person from: 216.00 to 256.00

Program Content

The Conference program will feature an even blend of NIRA business, professional seminars, lectures, meetings and exhibits — a chance to economically combine business with social events with special spouse's and children's programs offered too.

Post-Conference Tour

The post-conference tour will offer this year 6 days and 5 nights at either the Holiday Inn, Montego Bay, Jamaica, or the Runaway Bay Hotel, Runaway Bay, Jamaica. This is a great opportunity for you to relax on Jamaica's finest beaches before flying home.

The Holiday Inn, Montego Bay

- 6 days/5 nights' accommodations in a luxury air conditioned room.
- Pre-registered room service.
- Children under 12 free.
- Fresh water pool — your private chaise lounge free of charge.
- Rum Swizzle Party upon arrival with Calypso Band live entertainment.
- Free shoppers' discount book (10% - 15% discounts).
- Free tennis, shuffleboard.
- Free shuttle to golf course.
- All taxes, tips, at Holiday Inn.
- Transfers from Kingston to Holiday Inn (air and bus), and to Airport in Montego Bay for your return flight home, including gratuities and baggage handling.

Options:

- Modified American Meal Plan (breakfast and dinner) available at reduced price to NIRA — $13.50 per day.
- Many activities and services at modest cost: Water sports, golf, sightseeing, horseback riding, fishing, river rafting, baby sitting service.

Select your Price: (for 5 nights)

Per Person — double occupancy..... $ 83.00
Per Person — single occupancy $133.00
Per Person — triple occupancy..... $ 73.00

Runaway Bay Hotel, Runaway Bay

- 6 days/5 nights' accommodations in a luxury air conditioned room.
- Pre-registered room service.
- Children under 12 free.
- Fresh water pool — private chaise lounge free of charge.
- Beautiful private white sand beach.
- Rum Swizzle Party upon arrival with Calypso Band live entertainment.
- Free tennis, shuffleboard, bicycles, croquet, horseshoes, unlimited horseback riding.
- Unlimited golf — no greens fees on private 18-hole championship course and executive par 3 course.
- All taxes, tips at Runaway Bay Hotel.
- All transfers throughout — bus tour from Kingston across beautiful Jamaica to Runaway Bay and from hotel to Montego Bay Airport for your return flight home, including gratuities and baggage handling.
- Nightly entertainment at Runaway Bay Hotel offered by Runaway Bay Hotel's resident Calypso Band. No Cover. No Minimum.

Options:

- Modified American Meal Plan (breakfast and dinner) available at reduced rate $12.00 per day.
- Many activities and services at moderate cost: Water sports, sightseeing, fishing, river rafting, baby sitting services.

Select Your Price: (for 5 nights)

Per Person — double occupancy..... $ 94.00
Per Person — single occupancy $144.00
Per Person — triple occupancy..... $ 84.00

Direct Return to USA after Convention — Tuesday, May 20, 1975. Bus transfer $3.00 per person

NIRA Conventioneers' flight schedules will be prepared to insure all participants the lowest possible airfare cost. We will be utilizing a GIT (Group Inclusive Tour) airfare and for that reason we would like you to register as soon as possible, as it will be necessary to reserve air space in accordance to NIRA Convention attendees' group needs.

1975 NIRA Convention Program*

1st Day — Thursday, May 15, 1975

6:00 - 7:00 p.m. A. 1.) Welcome Cocktail party at Sheraton pool

7:00 - 7:30 p.m. 2.) Official Convention Opening Introduction of guests:
President, NIRA
Convention Chairman, NIRA
Executive Director, NIRA
President, Air Jamaica
Director of Tourism — Jamaica

Minister of Industry, Commerce, Tourism, Jamaica
Welcome Speech: Prime Minister of Jamaica

7:30 p.m. — 3.) Continuation of party at poolside with cash bar and late night buffet.
Remainder of evening on your own.

2nd Day — Friday, May 16, 1975

8:00 a.m. - 12:00 noon — A. Regional Meetings

B. Breakfast
1.) Elections
2.) NIRA Business

C. Program Events Exchange Topical Discussions on:
1.) Corporate Recreation Programs
2.) Family Recreation Programs
3.) Retiree Recreation Programs

12:00 noon — D. 1.) Delegates — Lunch on your own
(fashion show at poolside for all)
2.) Exhibitors — Special briefing luncheon

1:00 - 3:00 p.m. — E. General Session
"Opportunities for Expanded Relationships Between Industry and the Academic Community"

3:30 - 4:15 p.m. — F. Concurrent Sessions
1.) "You Are What Your Staff Is"
2.) "Record Keeping For Audits — Are You Protected?"
3.) "A New Look at OSHA As the States Take Over Administration of the Act"

4:15 - 5:00 p.m. — G. Cracker Barrel Discussion Session — Poolside

5:00 - 7:00 p.m. — H. Grand Opening of Exhibit Hall

7:15 p.m. — I. Dinner Poolside
Entertainment by Jamaica's National Police Band

3rd Day — Saturday, May 17, 1975

8:00 - 9:45 a.m. — A. 1.) CIRA/CIRL Breakfast

8:00 - 10:30 a.m. — 2.) Exhibit Hall open. Continental breakfast for delegates and exhibitors in Exhibit Hall.

8:00 - 10:30 a.m. — 3.) Program Material "Swap Shop"

10:45 a.m. - 12:00 noon — B. General Session (Double Feature)
1.) "Human Resources Accounting" and
2.) "Measuring Recreation's Effect on Productivity"

10:45 a.m. - 12:00 noon — C. Exhibitors Educational Session
1.) "Communications Create More Sales"

12:30 - 2:30 p.m. — D. Awards Luncheon (At Pegasus Hotel)

2:30 - 3:45 p.m. — E. "Workshop on Program Ideas"

3:45 p.m. — F. Remainder of afternoon and evening free

4th Day — Sunday, May 18, 1975

8:00 - 10:30 a.m. — A. Breakfast/Worship Services on your own

10:30 a.m. - 12:00 noon — B. NIRA Annual Meeting and Election of Officers

12:30 - 2:15 p.m. — C. Management Luncheon (At Pegasus Hotel)

2:45 - 3:45 p.m. — D. Concurrent Sessions:
1.) "Development of a Comprehensive Employee-Employer Communication Program"
2.) "The CAB and Affinity Travel Programs"
3.) "Development and Installation of Fitness Training Centers"

4:00 - 7:00 p.m. — E. Exhibit Hall Opens
Refreshments and hors d'oeuvres
Sponsored by Sheraton Kingston Hotel

7:00 p.m. — F. Dinner, evening on your own. Restaurant suggestions available.

5th Day — Monday, May 19, 1975

8:00 - 10:30 a.m. — A. Exhibit Hall open. Continental breakfast on your own in Exhibit Hall.

B. Exhibit Hall Grand Finale
Merchandise Prize Drawings at Selected Booths

10:30 - 11:30 a.m. — C. General Session
1.) "Employee Services on the Move — There are Broader Horizons Ahead."

12:00 noon - 2:30 p.m. — D. Luncheon to Honor Exhibitors (Pegasus Hotel)
1.) Announcement of Prize Drawing
2.) Winners and Grand Prize Winner

2:45 - 3:30 p.m. — E. Concurrent Sessions
1.) "Managing Your Board of Directors Effectively"
2.) "The Professionals' Dilemma — To Participate or Not to Participate In Your Own Recreation Program"
3.) "Coed Activities — How Far Do We Go?"
4.) "Exhibitors Evaluation Session and Election of Officers to the Exhibitors Advisory Committee"

4:00 - 4:45 p.m. — F. Concurrent Sessions
1.) "Programming Idea Exchange Seminar"
2.) "Selling Management on Future Recreation Facilities"

7:00 p.m. — G. Reception at Poolside

8:00 p.m. — H. President's Ball
Official Conference Closing

6th Day — Tuesday, May 20, 1975 — Free day — Relax until your departure home or to your Post Convention hotel

(Special spouses' and children's programs will be added to the above itinerary.)

*Program contents subject to change. □

NIRA'S 1975 Convention & Exhibit May 15 - 20, 1975
Sheraton Hotel — Kingston, Jamaica, W.I.

REGISTRATION FORM

NOTE: A separate registration form must be submitted for *each* person in your party. Duplicate this form if necessary.

(PRINT)

NAME _____

FIRM NAME _____ YOUR TITLE _____

BUSINESS ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE (OFFICE) ☐ _____ (HOME) ☐ _____

Names of others in your party who will submit separate registration forms:

_____ necessary for cross reference

REGISTRATION PACKAGES
(Fee includes group meals and social functions)

—IMPORTANT—
CIRCLE YOUR CATEGORY

	Prior to April 1, 1975	After April 1, 1975
Delegate of NIRA member Company	$100.00	$110.00
Non-member delegate attending convention (includes 7 months free membership)	$110.00	$120.00
Exhibitors	2 per booth (no charge)	
Extra Exhibitor participants	$ 60.00	$ 70.00
Assoc. Members, not exhibitors, but attending Convention	$200.00	$210.00
Commercial attendees who are not exhibiting at Convention	$275.00	$285.00
All Spouses	$ 45.00	$ 55.00
Student Attendees	$ 60.00	$ 70.00
Children	$ 30.00	$ 40.00

CANCELLATION POLICY . . . Full registration will be refunded if cancellation notice is received postmarked no later than May 5, 1975. After this date, full refund cannot be guaranteed. No refunds will be made unless request is filed before June 20, 1975.

Please indicate if you are a CIRA/L _____. Check here if you are a NEW NIRA MEMBER _____. Number of NIRA Conventions previously attended _____.
since June 1, 1974

Include your check made payable to the National Industrial Recreation Association. No registrations accepted without payment in advance. Registrations will be accepted in Jamaica but with some inconvenience to you.

Mail registration and check to: NIRA Convention Coordinator, American Express Office, 18 South Michigan Ave., Room 506, Chicago, Ill. 60603.

Come to Kingston, Jamaica for the 1975 NIRA Convention.

In between NIRA business you'll be sipping rum swizzles under shady palms, sunning, swimming and sightseeing to your heart's content. More like a vacation than a convention.

We think you'll enjoy it so much you'll want to stay on for a few more days. And more.

Visit our north coast where the beaches of Montego Bay and Ocho Rios stretch out for miles and the nightlife sizzles. (Call it travel research. Inspiration for a future trip with your employee group.)

We've reserved one of the most beautiful islands in the world for you from May 16 to May 21. Now all you have to do is let us know you'll be there.



HERE IS A SNEAK PREVIEW OF YOUR 1975 CONVENTION.

© 1974 Jamaica Tourist Board

JAMAICA

I want more of a sneak preview. Please send a free copy of the color brochure, "JAMAICA, THE A TO Z OF IT" to:

Name_____

Address_____

Mail to: William Allen, Director of Marketing, Jamaica Tourist Board, 200 Park Avenue, New York, N.Y. 10017

CIRCLE READER SERVICE CARD NO. 116

WE'RE OUT TO MAKE YOU FEEL GOOD ALL OVER.



What we have in mind will take you from your home to ours: Jamaica. Where you can just let the sun love you and unwind all your city kinks.

On the way, you'll meet the most engaging girls in all of Jamaica. The stewardesses of Air Jamaica. When they fly, they're so graceful, we call them our Rare Tropical Birds.

Your ears will be soothed by the sound of our Reggae music, and your toes will tap and the rest of you begin wriggling.

Your hands will feel cool holding a frosty Rum Bamboozle (free to everyone on board), but your lips will have a warm glow from the kicky taste.

Your mouth will water when lunch comes around, and your tummy will love what you choose. Filet Mignon Maître d'Avion. Lobster Port Royale, Banana Upside Down Cake.

When we present our in-flight fashion show, your eyebrows will rise to the skies. It features the latest creations of Jamaican couturières, modeled by our Rare Tropical Birds.

Now, flying big jets down to Jamaica is a very juicy plum for a pilot. So we can afford to be choosey about whom we hire. As a result, we have an Elite Corps of Captains who are among the best in the business.

Any day you and someone you feel good about want to feel good all over out of New York, Philadelphia, Miami, Chicago, Detroit, Toronto or Nassau, call your Travel Agent and ask for us by name.

airJamaica

WE MAKE YOU FEEL GOOD ALL OVER

CIRCLE READER SERVICE CARD NO. 117

names in the news

Frank Flick, President of Flick-Reedy Corporation, and **Art Conrad,** a Vice President who is a Vice President of the NIRA Board, have been listed as NIRA delegates to the world conference on leisure. Last year's theme was "Leisure Activities in the Industrial Society." The Conference was held in Brussels, Belgium.

• • •

Dr. Thomas E. Rivers, Director-General of the World Leisure and Recreation Association, has retired, announced **Robert O. Wilder,** Board Chairman. New Executive Director is **William Cunningham,** who was promoted from Deputy Director to the post. Prior to joining WLRA Cunningham's experience was mostly in the commercial fields of public relations and marketing. Under Dr. Rivers' leadership, he traveled throughout the world to promote an exchange of ideas and ideals on the importance of leisure and recreation in countries large and small.

• • •

W. Brent Arnold, Manager, Physical Fitness and Recreation of the International Center for Training and Management Development, Leesburg, Va., was the only speaker to represent U. S. industry at a Ministry of Canada meeting in December. The meeting was attended by 50 representatives of industrial corporations in Ottawa. Arnold addressed the group on "Fitness in Industry."

• • •

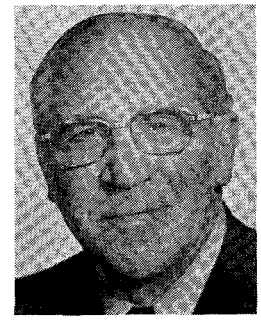
Miles M. Carter, President of NIRA, who is recreation director of McLean Trucking Company, has received the Fellow Award, the highest presented by the North Carolina Recreation and Park Society. He received the award at the annual meeting of the society held in Winston-Salem recently.

• • •

In order to promote the spirit of the west at the Western Regional Conference, NIRA Exhibitor and Associate member **Dick Wensel** of Forest Trails, Inc., wore $300 white ostrich cowboy boots. Be sure to see them at the Annual NIRA Conference to be held in Kingston, Jamaica, West Indies, May 15-20.

• • •

Bob Baldwin has been named Manager of the Magic Kingdom Club office of Walt Disney World in Florida. He replaces **Tom Sharit** who has been appointed Manager, Group Sales and Tour Development, Walt Disney World. In addition, **Steve Clark,** formerly Manager of Marketing Development (Magic Kingdom Club) is now National Manager of the Magic Kingdom Club for Disneyland and Walt Disney World.



Fred A. Wilson, Manager of Employee Activities for Scovill Manufacturing Co., Waterbury, Conn., retired from his post the end of January, after serving 31 years with the company. Under his leadership, Scovill was recipient of the The Citizens Savings (Helms Award) three times in 10 years for having the nation's outstanding industrial recreation program for a company of more than 10,000 employees. Long prominent in the employee recreation field, Wilson has served as an executive officer and Board member of NIRA as well as President of his local and state recreation society.

• • •

Don L. Neer, formerly Executive Director of NIRA, has started his own Public Relations firm in Fresno, California, of which he is a Consultant. Neer is currently Executive Director of the Trophy Dealers of America, Inc.

• • •

Bruce M. Barnes has been named Vice President of Sales and Marketing, U.S. and Canada, for the San Juan Corporation, a NIRA Associate Member.



CIRCLE READER SERVICE CARD NO. 118

NIRA INFORMATION CENTER

Publications Available from National Industrial Recreation Association.

☐ $3.00

Industrial Recreation Bibliography
A new annotated bibliography of all materials related to industrial recreation just completed by Robert W. Schoott, and Douglas M. Crapo, PhD. The collection Consists of over 470 entries each accompanied by a short description. Information is categorized according to subject into 11 chapters. $2. plus $1. postage & handling.

☐ $4.00

Standard Sports Areas
Dimensions and specifications of more than 70 types of sports arenas, pools, courts, fields, etc., for industrial, school, private, military and public recreation leaders. $3. plus $1. postage & handling.

☐ $4.00

How to Organize and Manage Tournaments
Everything you need to know about tournaments from organization to publicity, with 4 to 36 team leagues, eliminations to finals, 36 pages. $3. plus $1. postage & handling.

☐ $3.00

The Untapped Potential: Industrial Recreation
Illustrated booklet based on a talk given by Frank Flick, president of Flick-Reedy Corp, the NIRA "Employer of the Year." Innovative recreation programs sponsored by such firms as Goodyear, Timken, Kodak, Xerox, and, of course, Flick-Reedy are illustrated. $2. plus $1. postage & handling.

☐ $5./1 yr.

☐ $8./2 yrs. Include $1.00 additional per year for Canadian & Foreign subscriptions. U.S. dollars please

☐ $10/3 yrs.

Recreation Management
Monthly professional journal, editorially directed to industrial recreation directors, leaders, program coordinators and company executives. Only publication of its kind in U.S. Features research, finance and program ideas, educational material and articles detailing social, physical, cultural and service programs and activities in business and industry. Published 10 times per year. Subscriptions: $5./year; $8./2 years, $10./3 years. Members receive subscription as well as CIRA Informer, THE KEYNOTER and THE PRESIDENTS QUARTERLY with membership dues.

NIRA Information Center
20 North Wacker Dr.
Chicago, Ill. 60606

ATTENTION INFORMATION CENTER
Please send me the publications I have checked.

I have enclosed $ _____ (check or money order)

Name _____
Organization _____
Address _____
City, State, Zip _____

professional services directory

CIRCLE 119 ON READER SERVICE CARD

Kotz and Schneider LAND AND RECREATION PLANNING AND DESIGN

307 SOUTH TOWNSEND STREET SYRACUSE, NEW YORK 13202 315-475-4157

recreational planning · programming · design · consultation

Hugh G. Goldsmith & Associates, Inc.

CIRCLE 120 ON READER SERVICE CARD

512 LYON BUILDING SEATTLE WA. 98104 (206) 622-1080

dlh DEHART, LANDS & HALL

planning / analysis group

631 LYON BUILDING SEATTLE WA. 98104 (206) 682-1925

environmental graphics

CIRCLE 121 ON READER SERVICE CARD

MARKS. SIGNINGS AND VISUAL COMPLEMENTS FOR RECREATIONAL FACILITIES

A. Blankenburg Associates/Graphic Design • 4332 Transworld Rd. • Schiller Park, Ill. 60176 • 312/671-1520

tpa

CIRCLE 122 ON READER SERVICE CARD

Planning | Design | Engineering | Feasibility Studies

State, Regional and Community Parks and Recreation Facilities

Technical Planning Associates
100 Broadway, North Haven, Connecticut 06473 Tel. (203) 239-5671

Situations Wanted

Woman, 22, with B.A. degree in physical education and health wants position as Industrial Recreation Supervisor. Has strong background in physical fitness and sports. Available immediately. Desires a Midwest location. Salary range $9,000. Box 311, RECREATION MANAGEMENT.

* * *

Young man with M.A. degree in adaptive physical education cardiovascular fitness and B.A. degree in health and physical education seeking job as Industrial Physical Fitness Director. Experienced in programming, teaching, stress testing and other recreation activities. Will relocate. Available immediately. Box 312, RECREATION MANAGEMENT.

* * *

Young man with B.A. degree in psychology from Northwestern University is seeking position in recreation as social director. Has experience as country club recreation director. Will relocate. Available immediately. Box 315, RECREATION MANAGEMENT.

CLASSIFIED

RATES: regular type—20 cents per word; bold face type—30 cents per word. Copy must be received by the 5th of month preceding issue in which ad is desired.

* * *

Man with B.S. degree in recreation is seeking post in industrial recreation, preferably in cultural or social areas and administration. Experienced in professional therapeutic and social recreation programs. Currently administrator of hospital's voluntary services. Western U.S. desired. Available immediately. Salary range $11,000. Box 320, RECREATION MANAGEMENT.

* * *

Man with M.S. degree in recreation and administration from the University of Illinois and B. Ed. degree in science and physical education wants an administrative position in industrial recreation. Available immediately. Will relocate. Box 322, RECREATION MANAGEMENT.

* * *

Woman with M.A. degree and four years' experience in industrial recreation seeking a position as recreation director or assistant recreation director. Especially experienced in arranging classes and programs and in promotion. Have also taught yoga exercise, given touring lectures, and done fashion modeling. Available now. Box 403, RECREATION MANAGEMENT.

HELP WANTED

REPS AND DISTRIBUTORS WANTED FOR MacLEVY-HELO, Est. 1893, Largest Mfg. of Saunas, Exercise and Recreation Equipment, Now Appointing Reps and Dist. Contacting Dealers and New Construction. Leads and Inquiries Re National Advertising Furnished. Sales Kit, Blueprint Layout Service, New Construction Reports. Write Monty MacLevy, Pres. MacLEVY-HELO, 92-21 Corona Ave., Elmhurst, N.Y. 11373.

CIRCLE READER SERVICE CARD NO. 123

new products

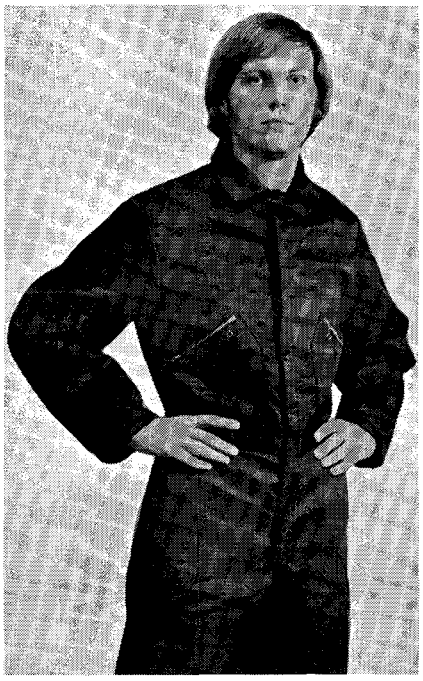
1. Non-chemical insect killers

A new line of ecologically safe flying insect killers for industry has been introduced. It's the black light that attracts insects to their destruction.

The "Bug Zapper" No. 130 incorporates two 32 watt circular bulbs, each with a parabolic reflector. All working parts are stored internally for protection from the elements for a more compact design.

There are two other Bug Zapper models.

CIRCLE READER SERVICE CARD NO. 43

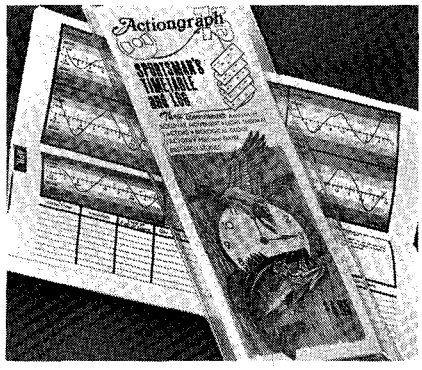


2. Insulated coveralls

These insulated coveralls have been introducted to protect the wearer under low temperature conditions. They are easily slipped on over regular clothing, and are ideal for prolonged exposure to cold weather or refrigerated spaces. The water repellent outer shell is 50-50 Dacron and cotton, with an insulated foam backing and a full nylon lining. Double acting zipper, breast pockets, front and back pockets, slide slit and flashlight pocket are standard.

A full range of sizes is available, with options including a button-on hood and reflective letters and numbers. Winteralls are available in red, blue and brown.

CIRCLE READER SERVICE CARD NO. 44



3. Sportsman's timetable and log features graphs

Actiongraph 75 is the latest product from a Minneapolis research firm which specializes in applying scientific computer technology to solve the needs of the sportsman.

The package, complete with personal log, helpful sporting tips, moon and sun rise/set tables are contained in a waterproof plastic sleeve.

It contains daily graphs referenced with date and day of the week; a quick reference "how to read it" example is contained in the inside front cover, and the graphs themselves include the effect of analysis of several new wildlife research studies.

All information has been analyzed and condensed by computer and printed out in the colorful graphic format that is easily understood by the fisherman and hunter.

CIRCLE READER SERVICE CARD NO. 45

4. Tennis court repair guide

This guide outlines typical kinds of problems requiring repair, such as cracks, and has been two years in preparation.

The guide is designed to help owners of tennis courts identify problem areas developing on their courts.

The guide, when used in conjunction with the services of a court contractor, should enable a court owner to accomplish repairs with greater understanding than in the past.

CIRCLE READER SERVICE CARD NO. 46

5. Water-based acrylic maintenance paint

This paint, used to salvage a swimming pool in California, is a 100-percent acrylic emulsion system, superior as an alternative to epoxy systems. The paint is more durable, for it forms a tough, flexible film that affords significant protection against deterioration. The fact has been demonstrated by extensive test exposure studies and diverse field applications.

Second, the acrylic-based system is more versatile — it is the one latex paint that can be applied to a variety of surfaces.

In addition, the system is more economical. Savings are achieved because the acrylic system is quick-drying, permitting the application of a second coat within approximately one hour.

It also has a low odor and fast cleanup — surfaces painted with the acrylic system can be cleaned with soap and water.

CIRCLE READER SERVICE CARD NO. 47



6. Parking/directional signs have symbol of access

To help in the identification of accessible buildings and accessible facilities within the building, these international Symbol of Access signs are now offered as standard products.

The purpose of the sign is to identify those buildings with doorways wide enough to allow passage of a wheelchair and to indicate rest rooms which have support bars for the disabled.

The symbol is also used to identify sloping ramps, ground level entrances, specially reserved parking places, level walks without curbs at crosswalks, elevators which may be used by the handicapped and public telephones and drinking fountains placed low enough so they may be used by persons in wheelchairs.

CIRCLE READER SERVICE CARD NO. 48

7. Dual compartment reloaders pouch

This dual-compartment reloaders pouch has the look and feel of handcrafted luggage. The design allows the shooter to maintain loaded and spent shells in separate compartments.

Constructed in leather grain, expanded vinyl with heavy cotton twill backing, it is rugged, handsome and easily cleaned with a damp cloth.

It's available in black, dark brown or tan colors.

CIRCLE READER SERVICE CARD NO. 49



8. Rod rebuilding kit

Now the fishing enthusiast may have everything he or she needs to put life in that "favorite old rod" with this rod rebuilding kit.

The guides are completely new and different from the standard ones found on most fishing rods. They feature a frictionless black ceramic ring coupled to a 100 percent non-corrosive, polished stainless steel wire frame. An extremely coefficient of friction factor allows the ceramic ring to greatly prolong the life of any fishing line plus reduce line coiling and annoying "bird nests."

In addition to the set of graduated size guides, the rod rebuilding kit contains special satin finish rod wrapping thread that doesn't require color preserver; heavy duty rod varnish with applicators and complete easy-to-follow wrapping instructions.

CIRCLE READER SERVICE CARD NO. 50

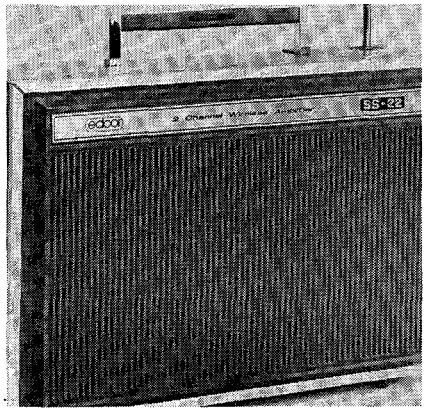
9. Wireless portable public address system

Mobility and versatility are the keynotes of this SS-22 portable, wireless, dual channel public address system. It allows the user complete freedom of movement without an annoying wire dragging behind, while reaching a 300 to 500 person volume indoors or outdoors.

The entire system weighs only 16 pounds, runs on standard D cell batteries or an 100 volt AC line and features high fidelity sound quality.

Two wireless microphones are available, one a lavalier clip-on type and the other a hand-held model. Both have a transmitting range of 100 to 300 feet with a crystal control system of superb tone quality with no frequency drift.

CIRCLE READER SERVICE CARD NO. 51



10. Low cost steel tennis racquet

A new low-cost, high-quality steel tennis racket in a popularly priced field has been introduced, bringing the advantages of the steel racket easily within reach of most consumers.

The new model, RXL/44, features a unique rivet-free, screw-free, no-weld throat designed to allow the tempered steel frame to provide full strength and resilience.

Perfectly balanced for tournament play, the racket offers sure serves and returns with its quality leather grip featuring a "tacky" non-slip finish.

There are men's and women's versions of the rackets available.

CIRCLE READER SERVICE CARD NO. 52

Meet Your Board



CIRA Melvin C. Byers has been elected Vice President of NIRA's Regional Management and Membership.

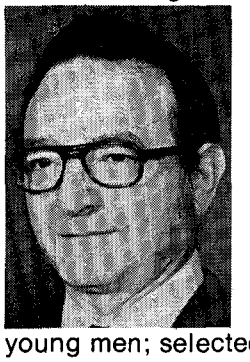
Byers currently serves as Corporate Coordinator of Personnel Activities of Owens-Illinois, Inc. in Toledo. He has served in many phases of personnel administration over a period of 28 years with O-I.

Byers has held positions or served as a consultant to numerous trades and professions including package designing, marketing, advertising, sales, promotion, theatrical promotion, displays and commercial art, visual education, communications, community relations, industrial safety, industrial suggestion systems and employee services and recreation.

Through these pursuits he has served on the Boards and Executive Committees of the American Society of Personnel Administrators, Toledo Personnel Managers Association, Toledo Industrial Recreation and Employee Services Council and the Greater Toledo International Institute.

He has published numerous articles on personnel administration and recreation having served as co-editor of the "Personnel Administrator" and as editor of the "Keynotes" newsletter.

Recently, for his service to NIRA, he was recipient of the Association's Distinguished Service Award.



Joe Scalzo, Manager of Employee Relations and Plant Systems, Sun Oil Company, Toledo, has been elected Region II, Junior Director of the NIRA Board.

Scalzo, recently elected 37th President of the Amateur Athletic Union of the U.S., is a graduate chemical engineer and attorney at law.

In addition to his work with Sun Oil, he has been active in the local, state, national and international communities. He was a Toledo City Councilman, voted one of Ohio's five outstanding young men; selected as the University of Toledo's Outstanding Alumnus; was President of a Hospital Board, and is extremely active in Olympic programs. He serves on the Executive Committee of the U.S. Olympic Committee responsible for the '76 Olympic games in Montreal and is the U.S. International Representative in the world for amateur wrestling.

Scalzo started with Sun Oil in Marcus Hook, Pa. in 1941 and transferred to Toledo in 1944 where he has held several positions. Under his leadership, his company has been recipient of the NIRA Helms Foundation Award.



Dave Shanker, President of Shanker Industries, Inc., in Cleveland, has been elected the Associate Members' Representative to the NIRA Board.

Long a leader in the industrial recreation field, Shanker has been affiliated with NIRA for more than 25 years as an Exhibitor, Advertiser, Associate Member and Member of the Board.

Shanker, who supplies and works out programs with recreation directors and organizations offering custom-made packages and toys, feels there are no other activities that give a company greater return per dollar than those which please the families of the employees.

This year, for his outstanding service with NIRA, Shanker was recipient of a special Service Award for serving the Association longer than any Associate Member, Exhibitor or Advertiser.

FORT LAUDERDALE, FLORIDA

THE beach club HOTEL



Special Industrial Rates

Catering to individual, couple and family vacationers.

Please write for information.

Jack Lindeman
3100 North Ocean Boulevard
Ft. Lauderdale, Florida 33308
Area Code 305 - 564-8502

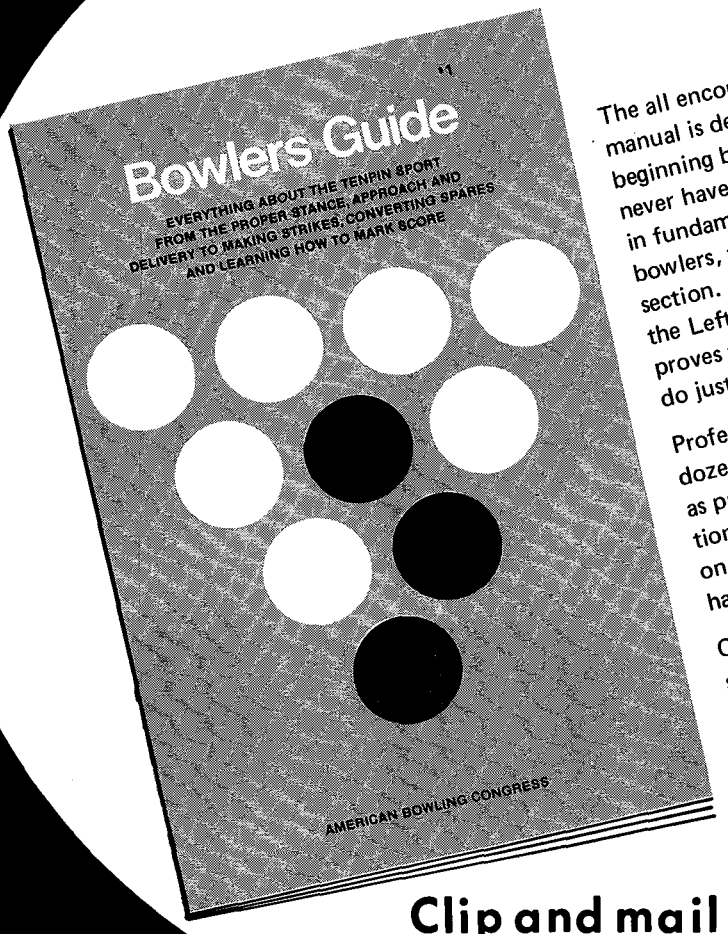
Our Own Private Beach

CIRCLE READER SERVICE CARD NO. 124

ad index

American Bowling Congress ..... Cover III
Adventure Holidays West Ltd. 69
Air Jamaica 68
Beach Club Hotel 74
Classified 71
Cunard Line Ltd. 50
Del Webb World Travel Co. 61
Forest Trails 17
Hawaiian Polynesia Tours ... Cover II
HERSHEYPARK 6
Holiday Inns Caribbean District Insert 33
Home Lines 2
Hotel du Pont 7
Howmet Corp. 27
ISSA Hotels (Runaway Bay/Tower Isle) 49
Jax Fax 63
Jamaica Tourist Board 67
Maclevy-Helo Products 56, 71
Mark 10 Ltd. 29
Professional Services 71
Sheraton Corporation 3
Sheraton-Kingston Hotel 63
Technicolor ..... Cover IV
Timley Products Corp. 31
Travel Impressions 53
United Airlines 57, 58, 59
Worldways (Hawaiian Holidays) 4

64 pages of the latest in Bowling Instruction.



The all encompassing 64 page manual is designed primarily for beginning bowlers or for those who never have been properly grounded in fundamentals. But it's for better bowlers, too, with an advanced tips section. Another unique feature is the Lefthanders Section which disproves the theory that lefties should do just the opposite of righthanders.

Professional Dick Ritger posed for dozens of instruction photos as well as provided the basics for instruction by talking with the top pros on the tour, including many lefthanders.

One highlight is the 3-6-9 and 2-4-6 scientific spare conversion system which takes the guesswork out of making spares.

Clip and mail order form today!

Mail order form with payment to:

Bowlers Guide
P.O. Box 11415
Milwaukee, WI 53211

Send me _____ Bowlers Guide
No. of copies

Name_____

Address_____

City_____

State_____

Make check payable to American Bowling Congress

Single Copies
$1.10 Includes postage

Special Rates

2-24 copies	$1.00 each
25-49 copies	90¢ each
50-99 copies	75¢ each
100-249 copies	60¢ each
250 or more	50¢ each

CIRCLE READER SERVICE CARD NO. 125



Technicolor®

As everyone gets their final plans together for vacations, no one can ever be sure they have everything they need. If the vacation is to a far off place filled with exotica and beauty, it would be particularly sad if one of the items left behind was film.

Technicolor can make the planning a little easier by making a high quality film and photoprocessing service available to your club members. Through your organization, they can obtain everything they will need to keep the memories fresh for years to come.

We have devised several exciting programs that are convenient to use and flexible enough to fit any of your club needs. If the members find it easier to charge their purchases, so be it. At the end of each month we will send them a bill for all services used. If they don't like some of the work, those charges are removed from the bill.

As they enjoy the tour, they might find it more convenient to use our handy prepaid mailers. That way they simply drop it in the mail wherever they are and the rest is done for them. By the time they arrive home, the exclusive Full-Vue prints or color-rich slides will be waiting.

There are many programs available to you and any one of them can mean a profit for your club. You have no investment to make at all. Through a particularly exciting method, we have created a commission plan on total sales that can give your club extra money. The more you use our high quality full service program, the more money you will have to use for whatever you like. It's a bonus and we're pleased to offer it to you. If you would like to find out more about these and other services, fill out the coupon and mail it to us. We'd be happy to help make your group travel vacations last a little longer.

Technicolor, Inc.
CONSUMER PHOTOPROCESSING DIVISION
3015 WINONA AVENUE
BURBANK, CA. 91504
ATTN: MR. WILLIAM RYAN
☐ PLEASE SEND ME MORE INFORMATION
☐ I WOULD LIKE YOU TO CALL ME

NAME _____

TITLE _____

COMPANY NAME _____

COMPANY ADDRESS _____

CITY _____ STATE _____ ZIP _____

COMPANY TELEPHONE (INCLUDE AREA CODE) _____

CIRCLE READER SERVICE CARD NO. 126


Firestone
HAPPINESS IS
GIRL ATHLETICS

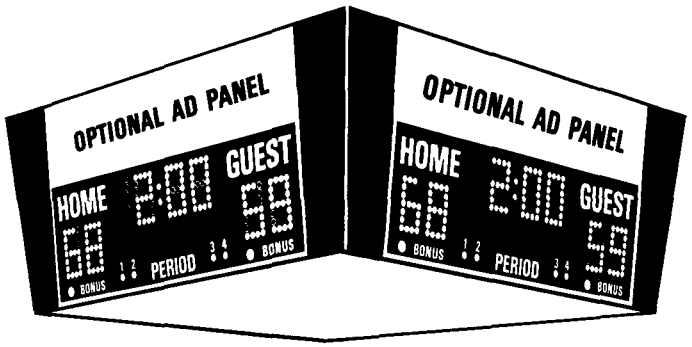
ALL-AMERICAN

Bring on your team, coach, we've a basketball scoreboard that can't be beat!

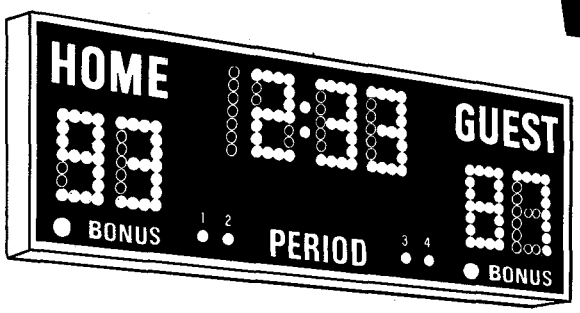
You coach 'em. After you turn them loose in a game we'll let the crowd know how they're doing — and a whole lot more. We can post all players' names in lights . . . record individual fouls . . . advise everyone of bonus situations . . . and meticulously record every second of play and score the game into the hundreds with the utmost accuracy and speed. Be an **All-American** host — at home.

Of course you can afford a four-sided scoreboard! Find sponsors (up to four) for the ad panels, contract the space to them and you've the board of your dreams at a vastly reduced price. And think of all the fans who'll congratulate you on being an All-American host at home.

Other pluses? All-electric remote control console . . . full figuregrams . . . engineered hoist and suspension system . . . non-rusting aluminum construction and two-year warranty. Go for four — and score!

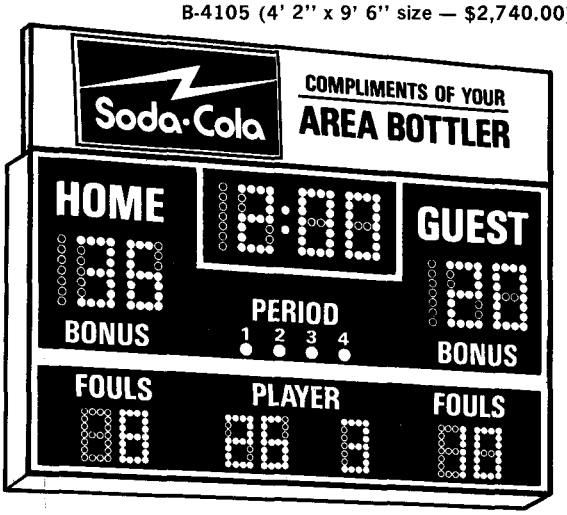


B-4105 (4' 2" x 9' 6" size — $2,740.00)



B-105 (2' 6" x 7' 6" size — $710.00)

Time. Score. Period. Bonus. The B-105 "CYCLONE" can handle it all. Through modular additions, you can build the B-105 into a board that measures 6' 3" x 14' 6" in size. Start with the heart of the system this year and add accessories as your budget grows. But go All-American and be the perfect host at home.



COMBINATION BASKETBALL/WRESTLING SCOREBOARD
B-109W (4'8" x 8' size — $1,473.00)

Time to 20 minutes. Record scores to 199 in 12 inch high 4 x 7 pattern figuregrams. Powerful resonating horn plus remote control of all functions with the power switch for the entire board in the operator's console. Full unit weighs a mere 110 pounds and can be mounted almost anywhere. With full accessory package, size of this scoreboard is 6' 3" x 15'. It's "WARRIOR" — from All-American.

Please write for catalogs. Or call Jerry Phillips at 608-429-2121 for complete information, literature, prices, sponsorship advertising and our easy-to-budget installment plan. We've scoreboards for every sport in every season. (In the East, call Eric Stockmar at 914-834-7990.)

ALL AMERICAN® SCOREBOARD INC.

a division of general indicator
Box 97RM ● Phone 608/429-2121
Pardeeville, WI 53954

SCOREBOARDS

CIRCLE READER SERVICE CARD NO. 54

EXECUTIVE DIRECTOR
MICHAEL A. FRYER

recreation management

Volume 18, Number 2

PRESIDENT
MILES M. CARTER, CIRA
McLean Trucking Company
Winston-Salem, North Carolina

PRESIDENT-ELECT
WILLIAM B. DeCARLO, CIRA
Xerox Corporation
Rochester, New York

VICE-PRESIDENTS
HOWARD D. BUNCH
First National Bank of Denver
Denver, Colorado
MELVIN C. BYERS, CIRA
Owens-Illinois, Incorporated
Toledo, Ohio
ARTHUR L. CONRAD, CIRA
Flick-Reedy Corporation
Bensenville, Illinois
FRITZ J. MERRELL, CIRA
Olin Corporation
Pisgah Forest, North Carolina
RICHARD H. WILSMAN, CIRA
S. C. Johnson & Son, Incorporated
Racine, Wisconsin

IMMEDIATE PAST PRESIDENT
EDWARD M. BRUNO, CIRA
3M Company
St. Paul, Minnesota

TREASURER
JOHN W. MEYER, CIRA
Motorola, Incorporated
Schaumburg, Illinois

DIRECTORS
SR. JOSE EMILIO AMORES
Prevision Social Grupo Industrial
Monterrey, N.L., Mexico
MARK ARMSTRONG
Xerox Corporation
Dallas, Texas
RICHARD BROWN
Texas Instruments, Incorporated
Dallas, Texas
ELIZABETH BURCHARD
Northwestern Bell Telephone Compan
Omaha, Nebraska
KIRT T. COMPTON
Eastman Kodak Company
Rochester, New York
VON CONTERNO
Pratt & Whitney Aircraft Club
East Hartford, Connecticut
JOE CORRIGAN
Danly Machine Corporation
Chicago, Illinois
GEORGE K. GRIGOR, CIRA
Kodak Canada, Limited
Toronto, Ontario, Canada
REYNOLDS JOHNSTON
Monsanto Company
Pensacola, Florida
JOHN LESLIE, CIRA
3M Company
St. Paul, Minnesota
ROY L. McCLURE, CIRA
Lockheed-Georgia Company
Marietta, Georgia
RAY MENDOZA, CIRA
Convair Recreation Association
San Diego, California
NICK M. MIKETINAC
Charmin Paper Products
Green Bay, Wisconsin
EUGENE MILLER, CIRA
Michigan Bell Telephone Company
Detroit, Michigan
GEORGE MULLEN
Frigidaire Employees Recreation Association
Dayton, Ohio
CHARLES J. PLACEK, JR.
Motorola, Incorporated
Scottsdale, Arizona
AL W. PORTER, CIRA
Raytheon Company
Andover, Massachusetts
JOSEPH R. SCALZO, CIRA
Sun Oil Company
Toledo, Ohio
JOSEPH C. SCHRANCK, CIRA
E. I. du Pont de Nemours & Company
Wilmington, Delaware
DAVE SHANKER
Shanker Industries, Incorporated
Cleveland, Ohio
STEPHEN D. WALTZ, CIRA
Cummins Engine Company
Columbus, Indiana

contents

16 **How to Arrange Pre-Season Sports Clinics**
by Heinz Lenz

18 **The Greening of Company Recreation Programs — Organizing Company Golf Outings and Tournaments**
by Lou Allemann

20 **Good Sports Awards Program Proves to be Rewarding**
by Melvin C. Byers

21 **A Look at One Successful Sports Award Program**
by Andy Thon

22 **Growth Firm Turns to 53 'Family-Size' Picnics at Headquarters Location**
by Edward M. Bruno

30 **All Weather Equipment Planning Guide**

32 **1975 NIRA Convention — 'The Challenge of Change'**

34 **Convention Registration Form**

38 **Cover Story: Women in Sports — The Female Employee in Industrial Recreation Programs**
by Susan Stindle

departments

8 **Company Profile**
12 **Associate Profiles**
13 **Washington Scene**
14 **NIRA News**
25 **Travel Talk**
26 **Travel Spotlight**
28 **NIRA Information**
29 **Constructive Comments**
36 **New Products**
40 **Ad Index**

PUBLISHER
Michael A. Fryer
EDITOR
Margaret Crane
PUBLICATIONS
ADVISORY BOARD
Arthur L. Conrad (chairman)
Vice President,
Public Relations
Flick-Reedy Corp.
Bensenville, Ill.
Melvin C. Byers
Corporate Coordinator of
Personnel Activities
Owens-Illinois, Inc.
Toledo, Ohio
Robert L. Barbour
Editor-President
PR Publishing Co., Inc.
Meriden, N.H.
Arthur W. Blankenburg
A. Blankenburg Associates
Graphic Design
Schiller Park, Ill.
Michael P. Dineen
Publisher
Country Beautiful Corp.
Waukesha, Wisc.
John McGehee
Director of Public Relations
Kiwanis International
Chicago, Ill.
James D. Hessman
News Editor
Seapower Magazine
Washington, D.C.
Tom Reid
Director of Public Affairs
Illinois Manufacturers Association
Chicago, Ill.

Published monthly, except combined issues in December-January and May-June, by the National Industrial Recreation Association, 20 N. Wacker Drive, Chicago 60606. (312) 346-7575. Sixty days notice in writing with old and new zip codes is required for uninterrupted service in the case of address changes. Subscription rates are $5 annually or 50¢ per issue. Views expressed by contributors do not necessarily reflect the opinion of the association.

Application to mail at controlled circulation pending at New Richmond, Wisconsin 54017. POSTMASTER: send from 3579 to 20 N. Wacker Drive, Chicago 60606.

$22.00

Bed and breakfast and lunch and dinner and meeting room and coffee and donuts and more coffee and...

. . . we offer this special meeting rate at participating Ramada Inns nationwide. Your group will get rooms for the night, a meeting room for the day, three meals, and two coffee breaks. All for $22.00 per person, based upon double occupancy. Or $26.00 for single occupancy. A ten room minimum is required.

You can budget your next meeting or seminar at a Ramada Inn near the airport, downtown or along the highway. Ramada Inns are just about everywhere.

Tell me more about the $22.00 special meeting rate. D

Name _____

Title _____

Company _____

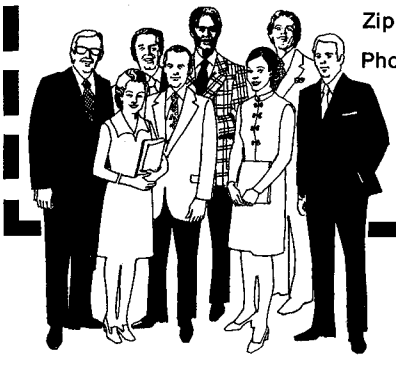
Address _____

City _____ State _____

Zip _____

Phone _____

Mail to:
Ramada Inns
Sales Department FM
P.O. Box 590
Phoenix, Arizona
85008



For more meeting information, write or call one of our experienced meeting specialists at the Ramada National Sales Office nearest you:

Atlanta 404-892-8181;
Chicago 312-236-0515;
Dallas 214-350-6661;
L.A. 213-659-1910;
New York 212-541-7470;

Your regular place to meet

RAMADA® INNS WORLDWIDE

CIRCLE READER SERVICE CARD NO. 55

Would you believe Benrus could make you a hero?



Believe!

Benrus makes great watches. Been doing its thing for fifty years, establishing an outstanding reputation for quality and value.

Now Benrus has developed an exciting program that gives employees more buying power for their bucks. (A refreshing turnabout in today's economy).

It's specially designed to work through NIRA members. The basic program can be easily modified to fit your company's policies and practices. Best of all, Benrus provides all the materials and means to implement the program. Practically runs by itself.

The benefits are many: substantial savings for your employees; new revenue to maintain and expand recreation activities; greater opportunities to build employee moral and motivation.

Many of America's major company's have already enjoyed startling success with the Benrus program. And, the new 1975 edition is even bigger and better.

For full details, contact Murray Weiss, Corporate Director of Personnel and Industrial Relations, at 800-243-1318. In Connecticut, call 1-431-1224.

Go ahead. Become a hero!

CIRCLE READER SERVICE CARD NO. 56



For inside your park home runs.

You can't miss with H&B.

Our youth league bats are branded with the biggest names in baseball—Hank Aaron, Johnny Bench and Pete Rose—just to name a few.

Softball bats come in all sorts of colors and shapes, branded with names like "Dynamite" or "Big Daddy."

And if you like metal, we've got the aluminum Louisville Slugger® and the space-age magnesium bat—The Mag® Bat. Both are as durable as they are exciting.

You can see the complete selection in our free full-color bat catalog. It's yours for the asking.

Hillerich & Bradsby Co.
The hardest hitting name in sports.
LOUISVILLE, KENTUCKY

CIRCLE READER SERVICE CARD NO. 57

CHAMPION HAS BEEN MAKING TEAMS LOOK GOOD FOR OVER 56 YEARS



Back when employee recreation meant working only a half-day on Sunday, Champion was already producing uniforms for some of the nation's leading professional and collegiate teams.

But times have changed and so has Champion. Now we even have a Lady Champion division to serve the needs of the woman athlete. As well as a full line of imprintable casualwear, including t-shirts, sweatshirts and jackets.

So whatever your recreation apparel needs—for men, for women, for youngsters—you can look to Champion for fast, expert service. At prices you can afford, direct from the manufacturer.

For complete information on Champion uniforms and casualwear, mail in the coupon today.

Champion™

Lady Champion™

CHAMPION PRODUCTS INC.
115 College Ave., Rochester, N.Y. 14603

I'd like to see what Champion has to offer.
Please send me the catalog(s) I've checked.

- ☐ Champion Athletic Uniforms for Men
- ☐ Lady Champion Uniforms for Women
- ☐ Imprinted Casualwear
- ☐ Please have a Champion representative call me to arrange a visit.

NAME _____

TITLE _____

COMPANY _____ PHONE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

CIRCLE READER SERVICE CARD NO. 58

LAS VEGAS
HACIENDA
HOTEL AND CASINO

3 DAY
Deluxe
Champagne Holiday

Luxurious room for 3 days and 2 nights • Delightful Champagne Breakfast • Spectacular Buffet Brunch • Gourmet Buffet Dinner • Midnight Show in Fiesta Room • 20 Lucky Nickels • Free Champagne Party Daily • All taxes, gratuities and baggage handling are included and much more!

$31.99 per person double occupancy
ITHLV 4

3 DAY Ultra
Champagne Holiday

Deluxe accommodations • Delightful Champagne Breakfast • Spectacular Buffet Brunch • Dinner Show in the Fiesta Room, with Special Steak Entree • Free Champagne Party Daily • All taxes, gratuities and baggage handling are included. Plus much, much more!

$39.99 per person double occupancy
ITHLV 5

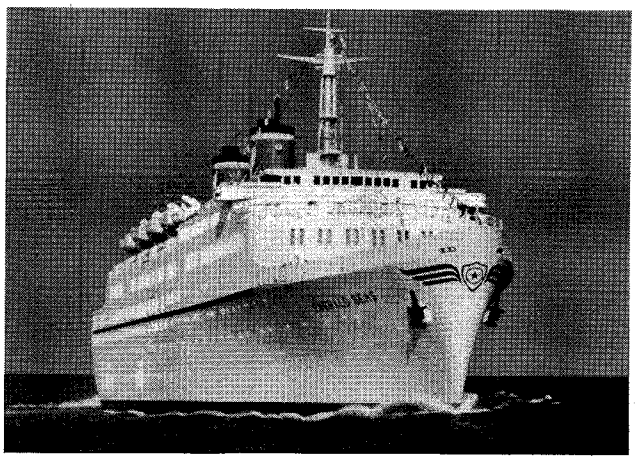
Write or phone
the Hacienda Hotel and Casino
3950 Las Vegas Blvd. S., Las Vegas, Nv. 89119 • dial toll free
Western States, (800) 634-6611; Continental U.S., (800) 634-6713.

CIRCLE READER SERVICE CARD NO. 59

about cover

WOMEN are more evident in sports than ever today, typified by this month's cover. Firestone "model" is Lynn Billings who works in the company's Personnel Department at corporate headquarters in Akron. Firestone's dynamic, new recreation program has attracted an increasing number of women which is indicative of the current trend in industrial recreation programs. In the past year alone, participation by the females at Firestone has increased by 45 percent. The colorful T-shirts are just a part of the attention being given the company's distaff employees. In addition reports Ray Kapper, Recreation Director, a renovation program, now in progress in the company's gymnasium, includes a completely refurbished women's locker room featuring wall-to-wall carpeting, individual showers, new lockers, vanities and drapes — all color-coordinated in orange and blue. Yes, women certainly have come a long way. For more on women in sports see cover story page 38. □

The Modern Magnificent Convention Cruise pleaser!



SS EMERALD SEAS Registry Panama

Bahama/Caribbean Cruises from Florida with your choice of itineraries 3-4-7 nights or longer.
Groups from 15 to 1,000.
All at special rates.

EASTERN STEAMSHIP LINES INC. General Sales Agents
P.O. Box 010882 • Miami, Florida 33101
or call toll free Florida 800-432-9552 • Calif., Idaho, Mont., Nev., Ore., Utah, Wash., Maine, N.H., Vt. 800-327-0201 • All other states 800-327-0271

Please send, without obligation, your Meeting Planner's Kit.
Approx. Number of Persons in the Group.....
Approx. Date of Meeting.....
Name.....
Title.....
Organization.....
Address.....
City.....State.....Zip.....

CIRCLE READER SERVICE CARD NO. 60

news in brief

T.V. program to be held on fitness

A television program on physical fitness, presented by the Illinois Institute of Medicine, Chicago Association of Commerce and Industry, will be held in these cities on the following dates on NBC-owned stations:

Cleveland — March 10
New York — April 7
Burbank, Calif. — May 5

The program was already aired in Chicago and Washington.

Employee Activities Director:

HOWARD COUNTY MARYLAND

presents
Diversified Programs of Activity
and
Wide Choice of Accomodations

for
Week-end GROUP VACATIONS

via
AIR · AMTRAK · BUS

Write for Packet of
INFORMATION

Walter A. Henley
County Office Building
Ellicott City, Maryland 21043

CIRCLE READER SERVICE CARD NO. 61

New film "A Question of Hunting"

Few controversies create such strong responses as the question of hunting. Critics charge it has no place in modern society while defenders point out that if it weren't for hunters and their dollars, there wouldn't be any wildlife to worry about.

In an effort to set the record straight, Remington Arms Company, Inc., has made a 28½ minute, 16 mm sound-and-color motion picture, "A Question of Hunting". It considers the major arguments put forth against hunting by its critics and then answers them.

Prints of the film are available for loan, free of charge. Contact Modern Talking Picture Service, 2323 New Hyde Park Rd., New Hyde Park, N.Y. 11040.

Scuba regulations imposed; leave divers gasping

A bitter controversy is waging over the scuba regulations in Los Angeles, the first in the country to take such action.

The regulations stipulate the following:

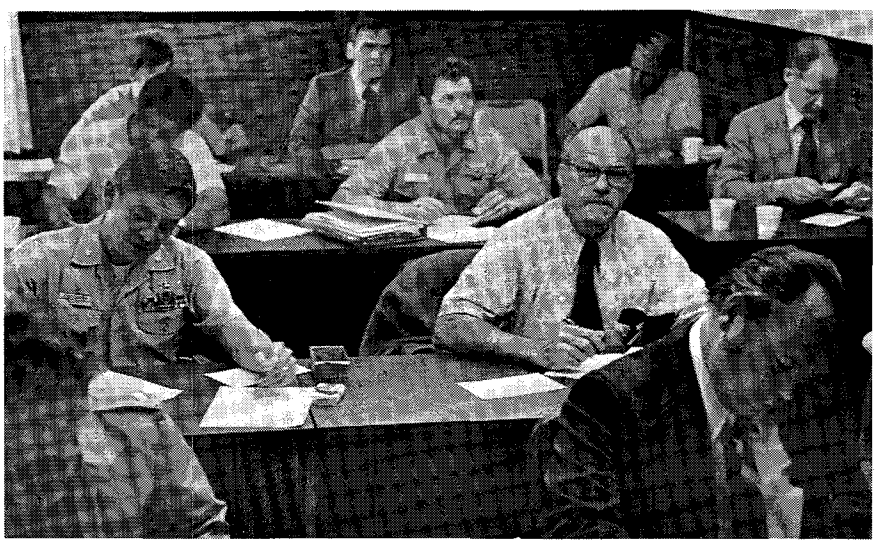
1. Number of hours of classroom, pool and open water instruction.
2. Physical exams for students.
3. Certification cards for divers and instructors showing they have been trained by an accredited agency with annual re-certification for instructors and re-certification every two years for divers.
4. Air purity and equipment standards, including an oxygen resusitator and trained operator on every dive boat.
5. Boat licenses for charter boats and instructors.

Special services directors complete recreation seminar

In an effort to improve their management techniques, 12 special services directors recently completed a recreation management seminar at Naval Air Station Memphis. During the four-week course, the students were exposed to every facet or obstacle they might face as a recreation director.

The management course combined formal classroom training and on-the-job training. Classroom instruction included schooling in personnel promotions, purchasing of equipment and supplies, community relations, insurance and safety.

For further information, contact the Public Affairs Office, Chief of Naval Technical Training, Naval Air Station Memphis, Millington, Tennessee 38054, or call (901) 872-5236.



CLASSROOM INSTRUCTION as well as on-the-job training were methods of teaching at the recent Recreation Management Seminar held at Navy Memphis. (Official USN photo by PHC Wade A. Davis)

company profile

The Texins Association

It's Yours — Take Care of It

TEXAS Instruments Incorporated has organized recreation programs at 22 of its 33 major manufacturing sites worldwide.

In the U.S., programs exist in all 10 major sites with a formal employee organization at all but one of these. Wherever possible (local law and custom permitting), these organizations are governed by an elected Board of Directors comprised of and elected by employees. In fact, at most sites, the recreation association is set up as a separate non-profit, tax exempt corporation. Activities, services and even facilities offered are therefore dictated by the wants and needs of the employees themselves. At the same time they accept, to a large extent, the responsibility of managing and financially supporting these operations. Lest this sound too extreme, it should be pointed out that TI management strongly supports the recreation programs. The company provides considerable financial assistance through an annual contribution at each site and maintains a continuing interest in policy and facility matters. But, each association is run by the employees at that site and their involvement, participation and membership fees are the key to its existence and growth.

Dallas — Largest Site

THIS article will deal with the recreation program at the Dallas site which is TI's largest. The organization here is called Texins Association and it was chartered in the State of Texas in 1960 as a non-profit corporation. It serves TI employees and their immediate families in the Dallas area. As testimony to the success of the program, **Life Magazine** in its September, 1971 special issue on outdoor recreation, selected Texins Association as representative of the best program in industry. The favor was repeated in 1972 when the National Industrial Recreation Association presented Texins with the Helms award for having the outstanding recreation program for companies with over 10,000 employees.

Texins is managed by a 13 member elected Board of Directors. The current President is **Allan Luxem,** an engineering manager employed in a new-product development area. In addition, the Association employs a full time staff of 10 and a variable number of part-time people ranging from 12 to 20. The staff is headed by CIRA Richard M. Brown, General Manager, a NIRA Board Member. All full time staff members are TI employees whose services are purchased from the company by the Association. This may seem like a large number of people, but the activities, facilities and services are so extensive that this nucleus of 35 to 43 is only a small part of the overall number of about 250 people who are necessarily engaged, on a day-to-day basis, with management of the Association's clubs, leagues and facilities. **Extensive volunteer effort is not just a nicety — it's a necessity.**

Texin's 5 Major Recreation Facilities

TEXINS has five different major recreation facilities for TI's Dallas area employees. The **Texins Activities Center and Athletic Complex** is located on an eight-acre tract on the perimeter of TI's major site located on North Central Expressway in Dallas. It is the focal point of all of the Dallas-Texins Association recreational activities. The 26,000 square foot, air-conditioned building includes offices for the Texins staff, a snack bar, game room, meeting rooms, club rooms, college size gymnasium, locker rooms, steam and sauna baths and men's and women's fitness rooms. Specific areas are set aside for permanent usage by the Radio Club, Gem and Mineral Club, Divers Club and Camera Club (darkroom). Outdoors there are lighted tennis courts, softball field and a quarter-mile jogging track.

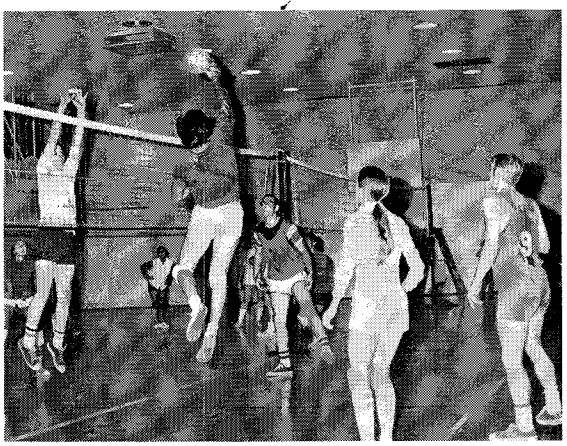
The **Texins Archery** range is located just a few hundred yards away on a heavily wooded eight-acre tract. This is a field range with 14 regulation targets and is certified by the TFAA and NFAA. A restroom and pavilion have recently been added for the comfort of Archery club members, families and guests. These also qualify the range for any type of state or national registered shoot.

One of the most outstanding facilities of its kind anywhere is the **Texins Rod & Gun Club.** Located 15 miles North of TI's Expressway site, just East of Allen, Texas, it is a 50-acre sportsman's paradise with complete facilities for target shooting, fishing and swimming. Facilities include a 200-yard large bore rifle range with

All photographs provided by Texins Camera Club and Flying Club.



The Texins Golf Center includes a 50-tee Driving Range, the Mini-Golf Course, a Putting Green and a Pro Shop.



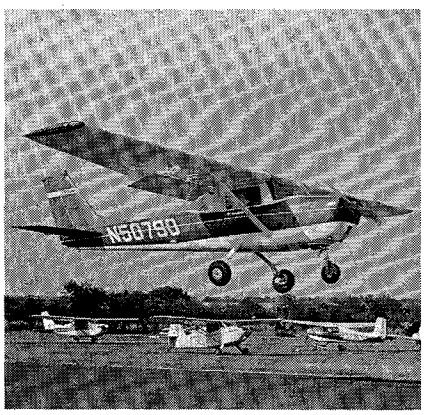
Men's, Women's and Mixed Volleyball leagues are formed and played at Texins during the Spring and Fall, with teams competing for league championships and trophies.



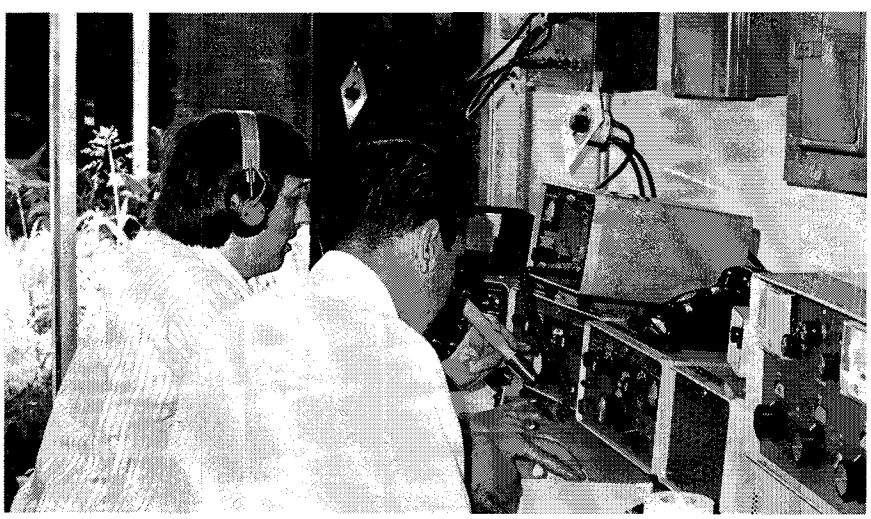
At TA several instructional classes are offered. One of the more popular classes is Karate.



The Divers Club offers members a chance to explore the waters of Mexico, California or Florida.



The Texins Flying Club, founded in 1964, has its five-plane fleet based at Dallas North Airport. Club members may fly anywhere in the U.S., Canada or Mexico by prior reservation on a non-profit basis with gas and oil charged to their personal accounts by computerized billings. Since 1964, the Club has flown more than 2 million miles.



The Amateur Radio Club has its facilities at the Activities Center. The Club is engaged in a home-brew two-meter FM transceiver project. Classes are offered periodically to new members who wish to get licenses.

Co. Profile Continued

permanent concrete firing points; a 25 yard, 10 position pistol range with covered firing line; a 20 position 25 and 50 yard small bore range; four fully automatic skeet fields and two trap fields. Two of these combination skeet and trap fields are lighted for night firing. Two lakes cover about 15 acres of the property. One of these is spring-fed and one end is converted into a swimming pool. The area also includes a pavilion, picnic tables, children's playground, fishing pier, a cabana and restrooms. A large air-conditioned clubhouse becomes the center of activity on weekends or when club or registered shoots are being held. For security and service, a fulltime resort manager is in residence.

Texins Texoma Club is located an hour and a half North of TI's Dallas Expressway site on beautiful Lake Texoma. This 66-acre site is a family recreation park with facilities for boaters, fishermen, swimmers and weekend sports experts in softball, volleyball, croquet and horseshoes. The huge lake on the Texas-Oklahoma border provides an unlimited amount of clean, unpolluted water for swimming, fishing and water skiing. Camping facilities include lakefront campsites equipped with concrete picnic tables, charcoal grills, electricity and conveniently located restrooms and showers. For those desiring year-round accommodations, permanent campsites (individually held lots) are available for installation of cabins or trailers. These lots are leased by the year to club members at a cost of $32 per year with water included. At this reasonable cost, the owning of a personal lakeside cottage has become a dream come true for many TIers. For boaters and fishermen, the club boasts two floating docks providing "in the water" tie-ups, as well as a fine place for the kiddies to fish. These are complemented by two concrete launching ramps and three boatels for enclosed dry boat storage. This site also has a full time manager in residence to provide security and service to the members.

The Texins Golf Center, located just across the Interstate 635 from TI, is not just another Texins facility. Indeed it looks like and is a complete golf center including a 50-tee Driving Range, an 18 hole Mini-Golf Course, a large Putting Green and a Pro Shop stocked with all the top name brand golfing equipment and supplies. There is one difference; this Texins facility is open to the public as well as to TIers. In fact, it is a public business! Texins is unique in the field of industrial recreation in that it operates this business — for profit, in order to earn income to support its extensive facilities and programs. A special ruling was received from the IRS to allow this type of "unrelated business income" without loss of the Association's exempt status. The golf center is indeed a welcome addition to the Texins facilities and the TIers get about a 25 percent discount from the public prices (except merchandise). However, the justification and real reason for its existence is the income motive. Texins uses this income to help support the TI employees recreation program.

Club, League & Tournament Activities

ACTIVITIES at Texins revolve around the club, league or tournament concept but also include extensive staff arranged classes and instruction. Individual usage of the myriad facilities is also encouraged. Programs are for TIers and their families and are designed to be economically attractive on a cost-sharing basis. They do not compete with local public programs. Rather they take advantage of and supplement these.

There are presently **17 different clubs within the Texins Association.** These range from the **Archery Club** to the **Engineer's Wives Club. The Bass, Divers, Gem & Mineral, Texoma and Rod & Gun** clubs are amongst the most popular and also serve to indicate the range of club activity. Texas Instruments is a young company with young people and Dallas is a young vital area. The Texins activities are therefore, as you might expect, much skewed to active physical participation.

They include **Chess, Bridge and Radio** clubs but do not extend far into the more sedentary hobby or cultural area. There is as yet no Drama, Choral, Philatelist or Model Building clubs. That is not to say there will not be. It will simply depend on the existence of interested employees to request, promote and manage something they want. The burden, in the Texins scheme of things, is on them. In the same vein, the Texins Board of Directors and staff do not attempt to whip a dead horse. There is a continual changeout (at the rate of two or three per year) of clubs as some die out and others spring up. The activities meet the needs and interests of the people and these needs and interests are constantly changing.

All Texins clubs are managed by an executive committee and officers elected by their members. These people are all volunteers and yet in the larger clubs, their duties may call for up to 50 hours of their own time per month. The **Texoma and Rod & Gun clubs in particular, since they are like small cities, require of their committees a level of effort and responsibility not unlike many city councils.**

Cross-section of Major Sports

ALL the major sports are represented in Texins Intramural Athletics programs. These include **Bowling, Softball, Flag Football, Volleyball and Basketball** and are offered on a men's, women's or mixed league basis; some with two or three seasons per year. Dallas

weather permits softball to run from the beginning of March until the last of November. The leagues are managed in a somewhat different manner than the clubs. Each has an appointed volunteer commissioner who, together with a staff representative, does all organization and scheduling and is responsible for awards, trophies, referees etc.

Some activities are organized and run directly by staff personnel. These include all types of classes and instruction and Texins discount ticket, product and group travel programs. Class and instruction offerings, in recent months, have included **Painting, Investments, Speed Reading, Crafts, Tennis, Self-Hypnosis, Transactional Analysis, Family Guidance and — Belly Dancing.** Call it Slimnastics and you have 35 people but call it Belly Dancing and you will, like Texins, have 1000 women (in classes or 20 or 30) taking a six week course over the past 13 months.

Mention should be made here of a couple of ongoing classes that have enjoyed tremendous success. These are **Karate and Tumbling.** The Karate class has met for at least one evening every week for the past 10 years. The classes, which have had over 300 members at times, are so large they must meet in the gymnasium. Tumbling has only been offered three years, but it too has become a continuous thing; meeting two or three times a week with classes of 20 to 40 children.

Texins has no instructors actually on its staff but the Dallas area literally abounds with highly qualified people to teach just about anything you could imagine. They quite often seek Texins out or are readily found in the YMCA or the Junior College System.

Texins **discount tickets** and **products program** has expanded considerably over the past few years. Tickets to area amusement parks such as Six Flags over Texas and Lion Country Safari are offered on a continuous basis for their entire season as are those for Dallas Tornado Soccer and Interstate Theaters. Others are offered on a special TI day or one time basis. In all cases, the tickets are available to employees at 10 to 25 percent below the gate price and they can conveniently purchase them from one of 11 different people spread throughout the main buildings. Texins has, besides its main desk at the activities center, 10 volunteer representatives called Texins Ticket Girls (or Ticket Persons, Ticket Agents as you prefer) who sell memberships, tickets and otherwise act as a source of information for the Association.

In the past year and one-half, Texins has been getting more and more into the sale of discount products to TI employees. This is not a company store selling TI consumer products — that is done elsewhere. Rather, it is the sale of one or two items, at any given time, which are close-outs or special offers and provide significant savings to the TIer. These have included stereo equipment, jewelry, wigs, metal detectors and ovenware. This has been so successful that the Association is now considering an extensive in-house buying service with year-round availability of a complete range of merchandise including automobiles, major appliances, furniture and even clothing. In these times, the discounts available through group volume buying may mean the difference between being able to afford something or not. Also it is an ideal opportunity to service those employees who cannot otherwise take advantage of Texins. Everybody has to buy and therefore, this is one activity that at least has the potential for 100 percent employee participation.

Facilities for the Individual

BEYOND the clubs, classes, leagues and ticket and product sales, Texins also offers some facilities which are used on a more individual or less organized basis. These are the **Billiards room, Table Tennis** and **Men's and Women's Physical Fitness** facilities. Texins does not as yet have an organized, monitored fitness program so the well-equipped fitness rooms and 1/4 mile jogging track are used on an individual basis. Slimnastics or fitness classes are offered but these are of a set duration (six - eight weeks) and not continuous year-round.

Funding

HOW is it all funded? This is one area that Texins and Texas Instruments Incorporated is particularly proud of. Over **two-thirds** of Texins large yearly budget for its facilities-based operations is self-generated. The Association pays actual-cost or fair-market value payments to TI for all of its employees and for the company land and buildings it uses or occupies. And yet, even on this basis and **without** vending profits, Texins is continuing to become more self-sufficient and relies less and less on a company contribution for its operations. The long range plan, in fact, calls for elimination of this contribution (at Dallas) entirely in years to come.

By-in-large, the employee himself is paying the freight (with a little help from the public business) — and he has elected to do so. All programs are designed to be economically attractive. Texins will always do it as well for less cost or more generally, **better** for less cost than a TIer can get the same service for outside. At the same time he understands that Texins derives income from the discount tickets, products, group travel and membership fees that he pays. If the programs and activities are right for him and he has some say-so in the club and Association management, he doesn't seem to mind. In fact, Texins feels that this individual investment is one of the reasons its programs enjoy continued high levels of involvement and participation.

That's the story. Some of it is traditional. But some of it is unique and innovative and peculiar to Texas Instruments and Texins Association. Above all, it is what the employee wants and is willing to support. □

associate profile

Travelers are urged to 'discover the new frontier'

A "new frontier" is awaiting visitors to the western U.S., and an airline operating more than 500 trips a day in the region is challenging the public to discover it.

That's the double-pointed message of Frontier Airlines' 1975 promotional campaign: "Discover the New Frontier."

"On one hand we're urging people to travel to vacationlands that blend the old-west flavor with modern, low-cost attractions," says Frontier's Gordon Linkon, Vice President of Marketing. "And to those business and pleasure passengers who haven't flown with Frontier lately, it's an invitation to see how we've changed and what we have to offer."

Linkon stresses that the carrier's 16-state route system links more than 100 cities, serving 12 national parks, 34 national monuments and 47 major ski areas. Among special recreational packages awaiting visitors to the "new frontier" are trips to summer and winter resorts, sports tournaments, rodeos, dude ranches, fishing and camping expeditions, horseback trails and similar attractions with a western flavor.

"With almost everyone trying to stretch his or her travel dollar," Linkon concludes, "this is an ideal time for Americans to discover — or rediscover — the diverse attractions their own country has to offer."

Denver-based Frontier now carries over three million passengers a year aboard its fleet of 48 airliners, including 15 Boeing 737-200 twinjets and 33 smaller propjets.



ISSA Hotels — Jamaican hotels at their finest

Twenty-five years ago tourism really started in Jamaica when the Issa family opened the **Tower Isle Hotel** on the now famous 'North Coast'.

Since its inception, Tower Isle Hotel has been the standard against which all other Jamaican hotels have been judged. Its reputation for fine food and first class accommodations has made it a source of constant appeal to the discerning traveler. To meet the growing demand for tennis facilities, the Hotel has introduced a Tennis Club. This Club consists of six Chevron laykold courts, three of which are flood-lit for evening playing. There is also an excellent pro shop.

With a fine beach, olympic-size pool and an exciting entertainment program each evening, Tower Isle Hotel & Tennis Club meets the needs of those who want to relax and have a fun-filled holiday.

Runaway Bay Hotel and Golf Club came under the management of the ISSA family six years ago, and in that short time has established itself as a first class resort hotel.

Selected by NIRA for the post-conference tour in 1975, the hotel can be truly described as the ideal holiday resort.

Among its many fine facilities are a par-72, 18-hole championship golf course of 6,884 yards. There is also a 9-hole, par-3, executive course, horse-riding stables and flood-lit tennis courts. Its pool and beach areas are generally considered to be among the finest in the West Indies. Other attractions of the hotel are an excellent night club featuring the best in local entertainment. Beach barbecues and dining under the stars also are popular features of the hotel's dining arrangements.

Participants in the 1975 NIRA conference in Kingston, Jamaica, should find the Runaway Bay Hotel & Golf Club the perfect location for relaxation after the completion of Conference business. □

washington scene

by John G. Tutko, CIRA
Chief
Headquarters
United States Air Force
Recreation Services
Directorate of Administration

Younger, more liberal Congress

A younger, more liberal Congress has convened in Washington, and there are more first-term members in the House than in any year since 1949. Many election winners, according to the NRPA **Washington Action Report,** are outspoken advocates of protection for the environment.

* * *

Recreation Support Program

It is reported in Washington that pressures are building for legislation to extend Office of Economic Opportunity programs which expired at the end of '74. The Senate bill designed to extend the programs, contains language providing new authorization for a permanent Recreation Support Program. It is rumored, however, there may be a strong filibuster against the bill in the Senate.

* * *

Current Publications

A packet on "status of women" issues concerning higher education, including guidelines for developing equal access programs is available from the Association of American Colleges, 1818 R Street, N.W., Washington, D.C. 20009.

Another book, a helpful guide for employers and workers, which covers laws, pensions and social security, is free to those who send a self-addressed label to Women's Bureau, Department of Labor, Washington, D.C. 20210. The guide is entitled, "A Working Woman's Guide to her Job Rights."

If you've run out of energy or have too much, a well-written and well-illustrated fable-type publication on alternative energy sources has been printed by the National Wildlife Federation. Individual copies are free; bulk rates available. Send request to "The Best of All" from the Federation, 1412 16th St., N.W., Washington, D.C. 20036.

* * *

More on Youth Camp Safety

The Senate has tabled the Youth Camp Safety Act. Such a bill would establish Federal safety standards for residential camps. States could either implement their own standards or adopt the Federal guidelines. Hopefully, the bill will be reintroduced some time this year. □

PUBLIC NOTICE
WAGON TRAINS
DEPARTING WEEKLY
THROUGH THE
ARIZONA DESERT!

The mule teams forward with the snap of the reins! The hitches pull tight and the great Conestoga Wagons begin to roll! A cheer goes up as the outriders swing into their saddles and head out along cactus-studded trails toward the distant mountain peaks. And you are there!

Return with us now to those thrilling days of yesteryear! Spend a thrilling pioneer weekend on beautiful desert trails. A weekend with the giant saguaros and spindly ocotillo...the prickly pear and cholla. A weekend of riding, hiking, rockhounding—and best of all, *eating.* You'll be dining in Arizona's only authentic restaurant...'round the campfire under open skies! And it's an adventure in itself especially when your trail boss is Gale Wingfield, longtime cattleman and rancher whose family pioneered in the West!

Saturday night there will be big 16-ounce steaks following fine liquid refreshments. Then some singing 'round the campfire before turning in to your cozy padded tent. When you wake up, the bacon will be sizzling, along with the potatoes, pancakes, eggs, sourdough biscuits, cowboy coffee and all the good things that taste so much better out on the trail.

Weekend wagon train rides, $65 per person (children under 12, $45) including food, riding and all equipment except personal items.
Steak rides $12...Barbecue rides...$9 (Prices per person for groups of 20 or more)
A great experience for clients, employees, families—anyone! 10% Discount for NIRA affiliates.

Please send complete details on
__Weekend Wagon Train Rides __Dinner Rides
I would like __Brochures __Posters (8½" x 11")
__Posters (11" x 17")

Name _____ **Company** _____
Position _____ **Address** _____
City _____ **State** _____ **Zip** _____

Mail to:
Dick Wensel
Forest Trails of America
4350 East Camelback Road
Phoenix, Arizona 85018
(602) 959-1360

CIRCLE READER SERVICE CARD NO. 62

nira news

2 NIRA Members to speak at fitness symposium

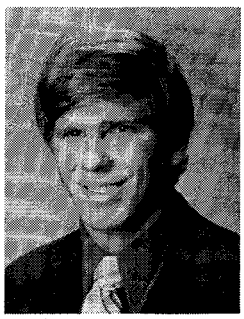
W. Brent Arnold, Manager Physical Fitness and Recreation, Xerox International Center for Training & Management Development, Leesburg, Va., and **Von Conterno,** Manager of Recreation and Physical Fitness, The Pratt & Whitney Aircraft Club, Inc., a NIRA Board member, are among those slated to speak at a "Symposium on Fitness for Industry."

The symposium is being held under the auspices of the Rutgers University Department of Medicine in cooperation with the Somerset County Heart Association.

The event will be held from 9 a.m. to 2 p.m., on Saturday, April 5, 1975, in the University's Main Auditorium, Rutgers Medical School, Piscataway, N.J., Exit Rt. 18 off highway Rt. 287.

NIRA members in the area are invited to attend. Cost is $7 and includes lunch.

The Symposium will be under the direction of Dr. Paul Lessack, Chief Exercise Physiologist and Program Director of the Heart Attack Prevention and Rehabilitation at Rutgers Medical School-Raritan Valley Hospital. Dr. Lessack is scheduled to Chair the session on physical fitness at our NIRA Conference.



If interested in attending, make check payable to: The Somerset County Heart Association, and mail to "Fitness Symposium", Heart Association, P.O. Box 852, Somerville, N.J. 08876.

For further information, phone (201)968-6000, ext. 219.

O-I Clarion, Pa. Clubhouse busy over holidays

According to the **Clarion Conveyor,** the Owens-Illinois Clarion, Pa., publication, the O-I Clubhouse saw more busy days during the month of December, 1974, than it has in recent history. Some 25 days were utilized for Christmas parties and other activities. On a number of these 25 days the Clubhouse was used, two events were held in a single day.

The Clubhouse offers such facilities as a dance floor, bar and kitchen, and is free to Onizers.

Status of Associations during recession

According to a special report conducted by the American Society of Association Executives members' (NIRA is a member), Associations seem to be suffering little ill effects from the current economic situation, although there is deep concern about the future.

In a quick survey of 150 ASAE members, only 15 percent reported lower dues income. About 74 percent reported dues collections are coming in faster or at no change; 82 percent said dues income is greater or at no change; 82 percent reported total membership up or no change; 72 percent said convention attendance was up or at no change, and 61 percent reported education seminar attendance up or at no change.

More than half reported they detected more member involvement and demands for service, relying more on the Association staff to help them during the "crisis" period.

Two-thirds of the respondents felt their response to the survey would be quite different if the current economic conditions continue, indicating a high feeling of uncertainty about the future. Many of those surveyed anticipate real trouble.

NIRA members spend $11 million on Hawaii travel

The results of a survey conducted by Recreation Management reveal that during 1974 and 1975 an estimated $11 million will have been spent by NIRA members on travel to Hawaii.

Some of the specifics of the survey show:

1. In 1974, 10,397 employees from 60 member companies went to Hawaii on employee group tours. An estimated $500 was spent by each for hotel, food, transfers, sightseeing, shopping, entertainment, air fare and other means of travel. Revenue generated was about $5.2 million.

2. This year, an estimated 12,252 employees from some 53 member companies plan tours to Hawaii. Assuming some $500 is spent by each, revenue generated will be an estimated $6.1 million.

3. Of those sending groups, the average number of participants per trip was 140.

Burns Harbor Activities Assn. at 2,350

John Bowman, Industrial Relations Assistant-Recreation, Burns Harbor Activities Association, reports the BHAA member has now reached 2,350, which is approximately one-third of the plant population. In addition to membership growth, activities and programs have expanded with more people actively participating every day, Bowman adds.

It was 'smooth sailing' for Region IV, NIRA Board Meetings

Photos by Roy McClure
Recreation Director
Lockheed Employees Recreation Club

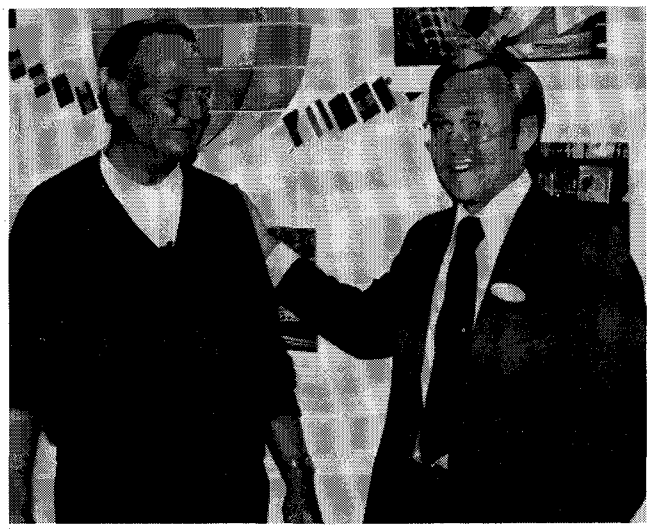
FLORIDA was the site of two major NIRA meetings recently.

Region IV NIRA members combined sun and sailing with a series of educational sessions. The event began in Florida and wound up on board the SS Emerald Seas (one of Eastern Steamship's lines). It was the first region IV meeting held under NIRA auspices, totally sponsored by Eastern Steamship.

Drs. Thomas Zimmerer and Paul Preston led educational seminars on: "The Key to Understanding and Motivating Employees and Volunteer Leaders"; "The Future of the American Business Systems"; "Company sponsored recreation forecasts for '75"; "Managing Tomorrow's Employee — Great Problems Ahead," and a Program Idea Exchange Seminar. A separate group travel familiarization presentation was given by Eastern Steamship.

Subsequently, Board Members flew into Florida where the annual January working meeting was held to discuss budget, future of NIRA and related business.

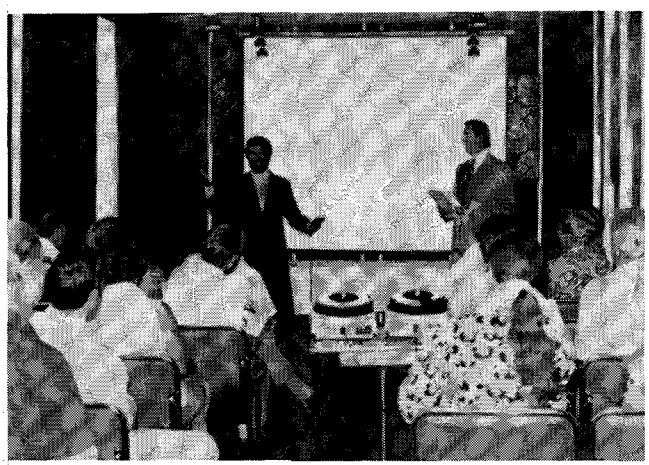
After a fun tour of Disneyworld, members got down to the serious business of NIRA — setting programs and policies for 1975.



Miles Carter, President NIRA, chats with a Disneyworld representative prior to a tour of the park.



Fritz Merrill, Art Conrad and Dick Wilsman (all from left) saw Disneyworld through the eyes of this guide.



Doctors Paul Preston (background left) and Thomas Zimmerer of Florida Atlantic University led a series of educational sessions at the Region IV meeting held on board the Eastern Steamship Line SS Emerald Seas.



At a dinner in their honor, Region IV NIRA members had an opportunity to learn a little bit about how to plan a cruise; how to select it, get the most out of it, what to wear and what to tip.

'Games People Play'

How To Arrange Pre-season Sports Clinics

by Heinz Lenz



Heinz W. Lenz is an Associate Professor in Physical Education in Annapolis, Maryland, at the United States Naval Academy. He joined the faculty in 1957. Born in Germany, he lived in Italy and attended Ohio State and Columbia University, where he received an M.A. degree. As chairman of Personal Conditioning at the Naval Academy, he is primarily responsible for the physical fitness of the Brigade of Midshipmen. His experience includes coaching soccer and track at the Academy. For four years he was responsible for the administration of the Naval Academy Intramural Soccer program. In 1960 Mr. Lenz served as President of the National Soccer Coaches Association of America. Subsequently, in the summer of 1963, the U.S. State Department assigned him to Viet Nam, where he served as an American Specialist in soccer. Professor Lenz is also a Lieutenant Commander in the U.S. Naval Reserve.

EDWARD M. BRUNO, a Past-President of the NIRA, stated in May 1974: "Good businessmen who audit their social efforts have found that good recreation programs attract good employees and help retain them. These programs appear to have a positive effect on production as well as job attitudes, actually creating a more stable, satisfied work force".

An excellent statement indeed. The keen thinker should emphasize the key words in Bruno's statement; they are: **"good recreation programs".**

If a recreation program is disappointing, the exact opposite of the desirable qualities cited by Bruno are experienced. As a result, there may be dissatisfaction and lower employee morale. It is evident that more and more employees participate in recreation programs because more leisure time is available. And with more leisure time, there has been an increasing emphasis on physical and emotional fitness.

These facts are supported by the extensive program offered by Firestone in Akron. There, some 3300 participants take part in 14 major sports and 12 clubs. On this basis, it becomes clear that a sports program can be a positive or negative force for a large number of employees. Therefore, it is important to insure the success of the sports program by presenting skills, strategy and rules of the sport in a series of pre-season clinics.

Organizing the Clinic

THERE are three basic areas which must be considered in organizing any pre-season clinic. First, the basic skills and strategy of the sport must be presented to participants to increase their knowledge and enthusiasm for the activity. Then, the teaching of these skills must be shown and explained so that coaches and managers have the tools to improve their players' skills, strategy and knowledge. The third area of consideration is the rules that govern the sport in question. It is desirable to discuss separately clinics for each of these three areas.

Area I — Skills and Strategy

A BRIEF demonstration by the best possible performers of the particular sport should be planned. For instance, were there to be a basketball league, it would be desirable to invite a professional team, or a college team which is in the area. If no other team is available, two teams could be formed from "all-stars" based on performances in past seasons of league play. The purpose of such a demonstration would be to scrimmage two periods of five or seven minutes. Between the two periods the coach or clinic director would give explanations of specific skills demonstrated by various players. Questions should be answered and explained by the team's coach or the clinic director. Then, the second half should be played and again time should be planned for questions and demonstrations.

Such a clinic should last not more than one hour. If at all possible, the clinic director must assure himself that each team is represented by a certain number of players and definately by a coach or manager.

Area II — The Teaching and Practice of Skills

PROSPECTIVE players, managers and coaches should attend dressed for participation. It is desirable to teach the various skills of any sport in a series of **"mini-clinics".** For example, a sport has been divided into five of the most important fundamental skills. Each of the skills will be taught at one of five clearly designated areas. All who attend the clinic are divided into five equal groups. Instruction proceeds simultaneously at all five stations, at each "mini-clinic", for each group. Each "mini-clinic" is conducted for exactly 15 minutes. The clinic director announces the end of the time segments. At that time, the participants in each of the five groups move to the next "mini-clinic".

Those at "mini-clinic #1" move on to #2, those at #2 move to #3, those at #5 move to #1. Thus, at the end of 75 minutes all participants have attended all five "mini-clinics". At each of the five clinics some participants are chosen to take part in a drill designed to teach and practice the fundamental covered at that particular clinic. Obviously everyone attending is not able to participate personally at each of the clinics; however, those who watch see the skills required and possible means to learn specific drills. The instructor in charge at each "mini-clinic" is selected by the clinic director. He could be anyone who has above average ability in the sport and the ability to talk and demonstrate clearly.

If the sport is co-ed, some women should be selected to have an important role in the clinics. The clinic director should plan with each "mini-clinic" instructor precisely what skills are to be demonstrated. Instructors must be informed that the material he teaches is given out in printed form at the **"joint session"** which is to follow the "mini-clinics".

After all five groups have attended all five "mini-clinics" all participants may gather at a "joint session". For each team represented, the clinic director should have prepared a notebook containing skills and drills demonstrated at the "mini-clinics". On this basis, it is possible for each of the coaches or managers to use the drills later in brief practice sessions and teach necessary skills, if desired. Since training sessions without actual competition are unpopular among players it may be neccessary to confine drills to **"warm-up" sessions** before a scheduled game.

At the "joint-session" the clinic director will answer questions asked by participants. It is possible to use the instructors in charge of the "mini-clinic" to illustrate answers. Before adjournment, a final announcement should be the date of the final clinic to be held dealing with rules of the game.

Area III — The Rules of the Game

THE primary participants must be coaches or managers who will lead their teams throughout the coming weeks. The clinic director should engage some of those who will officiate later on to act as discussion leaders. For this the "mini-clinic" method is recommended once again. The officials would select specific aspects of the rules and cover that area in their discussion.

The advantages of the "mini-clinic" here are several. All important aspects of the rules are covered because subject matter is preassigned. The groups are small enough to permit the asking of questions. Sessions need last no longer than 15 minutes; thus, interest is sustained. The "joint-session", which follows, should be used primarily to discuss specific technical aspects of the competition to come. Areas such as scheduling, forfeiture, eligibility need to be covered in outline. The clinic director must decide what information will be of most value to participants. It is desirable, if not essential, to have prepared printed matter of subjects covered in the clinic, to be given out to coaches and managers.

Planning, Ingenuity and Industry

IF the pre-season clinics are to be successful, additional important aspects must be considered. Important is adequate planning by the clinic director; he must know weeks ahead who his clinicians will be. He must give adequate publicity to the clinics so that everyone will know when and where they are scheduled. Posters, preferably with pictures of those who will assist with the clinics, should be displayed in key locations. Personal phone calls to coaches and managers should be made to seek active participation. Everything should be done to make the clinics as appealing and interesting as possible. For instance, at the conclusion of the Area III clinic — the rules of the game — a social hour might be planned including wives. There are unlimited possibilities you may use to create interest. What can be done and will be done is dictated by the ingenuity and industry of the director. Effort will be rewarded by success. □

FORT LAUDERDALE, FLORIDA

THE beach club HOTEL



Special Industrial Rates

Catering to individual, couple and family vacationers.

Please write for information.

Jack Lindeman
3100 North Ocean Boulevard
Ft. Lauderdale, Florida 33308
Area Code 305 - 564-8502

Our Own Private Beach

CIRCLE READER SERVICE CARD NO. 63

Organizing Company Golf Outings And Tournaments

by Lou Allemann
Assistant Golf Pro
Monsanto Employees Golf Association

The Monsanto Corporation is fortunate to have at its Pensacola, Florida, location, a championship 18-hole golf course. Accentuating the golf course is the Monsanto Employees Golf Association Board of Directors. The Board of Directors is an elected body of officials and is charged with the responsibility of running a smooth and efficient operation. The following is a blue print; step-by-step account of how Monsanto organizes a successful golf tournament or outing.

ALL Monsanto Employees Golf Association events originate with the MEGA Tournament Committee.

A Tournament Committee Chairman presents a yearly schedule of events to the MEGA Board of Directors. Once Board approval is granted, the schedule is duplicated and distributed to the entire MEGA membership. A yearly schedule of events gives Monsanto's golfers a chance to plan in advance the events in which they will participate. This schedule also assists the Tournament Committee in planning for individual events.

The Tournament Committee begins advertising specific events three to four weeks prior to the outing or tournament. In addition, the plant newspaper is utilized in the advertising campaign. Concurrently, posters appear in conspicuous places such as plant cafeterias, bulletin boards and the pro shop.

Advertisements and posters should include the following information:

The name of the event
The place, date and time of the event
The method of play
The entry fee
The deadline for entries
A telephone number for additional information

Once the advertising program is underway, entry applications are printed or entry lists are prepared. Entry into any tournament should be made as simple as possible. Members should be able to enter the tournament by telephone, by mail or in person. Following is a sample entry blank:

EVENT: MEGA FALL HANDICAP
October 20, 21, 22

NAME _____ TELE _____

HANDICAP _____

I desire to play _____morning

_____afternoon

I would like to

_____walk _____reserve cart

Upon collecting the completed entry blanks or entry lists the Tournament Committee can begin to do the actual ground work for the tournament. This includes breaking the tournament up into flights, breaking the flights up into foursomes and then, assigning the foursomes specified tee times.

The number of entries determines the number of flights in the tournament. Ideally, a **flight should consist of 12 equally skilled golfers.** The golfers handicap is the determining factor in assessing what flight in which he will play.

After aligning the players by handicap in their respective flights, the Tournament Committee can begin to make the pairings. **Pairings are made with respect to handicaps, desired tee times** and **individual preference on whether to walk or ride.** Upon breaking the flights into foursomes, tee times are now allotted with eight minute intervals between foursomes.



Lou Allemann is a graduate of the University of West Florida, with a recreation degree. At the present time, he is serving his apprenticeship for a PGA card. Lou has won several amateur tournaments and is a scratch golfer.

The Tournament Committee must now **post the flight information** along with the tee times. If time allows, the plant newspaper carries the information. Once again, bulletin boards and the pro shop are the best places to post the information.

Tournament score sheets may now be filled out. These score sheets are generally available at any golf course and are free. It is best to fill out the score sheets flight-by-flight. If a score board is not available, the score sheets may be posted on a wall or window where they can be easily seen and reached.

Individual score cards should be filled out prior to **tournament play, one name per score card.** It is best to fill out score cards in tee time sequence. For instance, if the first foursome is to tee off at 0800 hours, four separate score cards should be filled out and clipped together with 0800 hours printed in the upper right hand corner.

This simple technique lends professionalism to any tournament.

If all the players are going to be started at the same time, such as in a Shotgun Start event, the four separate score cards should be filled out and clipped together with the appropriate starting hole printed in the upper right hand corner.

A review will show that the Tournament Committee has advertised, collected entry blanks, flighted and paired the tournament and has filled out score sheets and score cards.

What about prizes?

IF entry fees have been collected, all the entry fee money should go back into prizes or trophies. If a flight consists of 12 players who paid an entry fee of $10 per person, that flight should get $120 back in prizes. Merchandise or gift certificates are handy and convenient prizes. The Tournament Committee is responsible for determining how many places to pay and for purchasing, in advance, the merchandise certificates.

If trophies are to be bought, suitable time should be allowed to have them engraved. It is always nice to have the trophies on display before the tournament begins.

Now **the tournament is ready to start.** A member of the Tournament Committee is assigned the duties of starter and another should be standing by to post the scores. If pictures are to be taken, a photographer should have been scheduled.

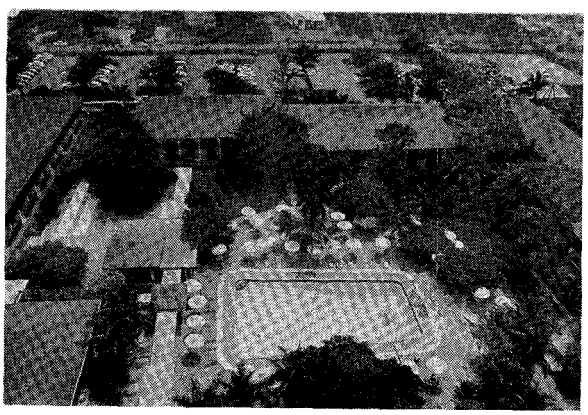
All that remains to be done is the posting of the results and the awarding of prizes. (See story or sports awards banquets.) Local and plant newspapers should be contacted and given a complete review of the tournament — people love to see their names in print.

ORGANIZATION is the key to the successful running of any event. The more you organize and plan the more successful you will be in sponsoring golf tournaments or golf outings. The cost in dollars is minimal, the cost in time, considerable.

For further information, contact Reynolds Johnston, Monsanto Employees Association Recreation Director, P.O. Box 12830, Pensacola, Fla. 32575, or phone (904) 968-6311. □

'Sheraton Makes It Happen' In Calypso Country

JAMAICA



...Especially with your groups. A complete resort facility with 400 guest rooms, each with a private balcony for relaxing or dining. Tropical swimming pool, tennis courts, nearby golf course, and minutes from shopping and sight-seeing, all await your group. Visit the nearby Devon House, Kings Palace, the famous straw market or Capt. Henry Morgan's fortress of the Caribbean. Dance all night to the sounds of the island in our Jonkanoo Lounge while you enjoy complimentary music and the best floor show on the island.

Let Sheraton "Make it Happen" for your group. Write our Director of Sales, or contact your nearest Sheraton Regional Sales Office. Or call 800-325-3535.

Sheraton-Kingston Hotel
P.O. Box 83
Kingston, Jamaica, West Indies

CIRCLE READER SERVICE CARD NO. 64

Good Sports Awards Program Proves to be Rewarding

By Melvin C. Byers,
Corporate Coordinator of Personnel Activities,
Owens-Illinois, Inc.

SOME of Owens-Illinois Onized Clubs have scheduled annual all-sports awards banquets at which time champions and championships are honored. The banquet is usually held in the late fall or winter months allowing for inclusion in the program all of the major sports participants during the preceeding months.

The invitational program usually includes all winners and wives or husbands, the officers of their teams or leagues, the executive officers of the recreation association and management representatives. The association's president, vice president of activities, and top management representatives are usually the featured speakers. On some occasions an outside sports writer or sports notable is asked to speak and assist in distribution of the outstanding awards.

Although many types of awards are appreciated, the awards committee should endeavor to keep within a budgeted figure and a controlled procedure for soliciting, purchasing and determining what will be given. Over the years, different types of awards have been given but almost universally the sports enthusiast prefers trophies or plaques over more utilitarian prizes.

The sports award committee must take into consideration many factors to establish some controls on awards. Too often, a well-coordinated person and winner in one sport will be a winner in other sports areas. To overcome a shower of awards being given to one person, some committees conduct the all-sports awards program on a point basis covering a variety of annual athletic activities. Or, if awards are given during the year, they are of moderate value and less impressive.

As a forerunner to the awards banquet some programs include a sports challenge day earlier in the year which in itself becomes an all-employee attendance and recognition event. At challenge day, every sport is represented and winners of each team play a game or portion of a game and compete for the challenge day championships. There is always enough spot play such as hole in one, horse shoes or three inning softball offered on an open entry basis to encourage additional employee participation over the league or established teams efforts.

THE day's activities may conclude with a mini type recognition roast or cook-out with the association and participants sharing the cost.

During the year more attention is given the intramural type activities and considerable encouragement is given to instructional or member introduction to athletic activities. The prime objective is one of getting all employees involved in at least one leisure time sports activity. When awards are presented, employees showing outstanding improvements in their abilities to play the game should be recognized.

Unlike municipal or college sports, the industrial recreation program is concerned more with total employee participation and should concentrate efforts toward intramural, intra-company competition and be less concerned in achieving the varsity or semi-professional status in the community.

Questions often asked include: How far should the association go in recognizing outstanding activity participants? Can we ignore some of our other activities offered, be they administrative, welfare, social, educational, cultural or athletic when determining awards? How much should the association contribute to the purchase of awards? How much should the individual league contribute from their earned, assisted or prize money funds toward awards given? When should travel and hotel expenses be absorbed by the association for out-of-city play offs? Should wives of participants travel and hotel expenses be paid by the association? Should time off the job be compensated to the participant if he is in a play off? Should other than team members have their expenses paid in championship out-of-city tournaments? Should the awards for the top contenders be money, tours, merchandise, trophies, or jackets? All of these questions must be used and answered, however, the answers vary with every plant and the opinions of its directors and club officers. □

MARKIO LTD.
lets you give them superb travel at new low prices.
Check out these great land-package rates:
Las Vegas
(3 days, 2 nights) . . . . from $41.00*
Disney World
(3 days, 2 nights) . . . from $43.00*
Hawaii
(8 days, 7 nights) . . . from $219.00*
(*per person, double occupancy)
Send for complete details on these or other destinations — including lowest available air-fare rates or call (312) 440-1990
NIRA MEMBER
MARKIO LTD.
919 No. Michigan Avenue
Chicago, Illinois 60611
CIRCLE READER SERVICE CARD NO. 65

The Milwaukee IRC

A look at one successful sports award program

by Andy Thon
Milwaukee Industrial
Recreation Council

YEARS ago firms ran their own Sports Awards program but found it could be quite expensive and speakers would not come to a small company affair. It also involved valuable planning time, time that should have been devoted to the firm's overall recreation program.

In 1950, it was decided by firms in the Milwaukee area to have one Sports Awards Night sponsored by the Milwaukee Industrial Recreation Council.

The event was held at the Electric Company auditorium.

Trophies for all Council sponsored activities were put on display in front of the stage. Such outstanding sports personalities as Sid Luckman, Johnny Lujack, Lefty Gomez, etc. were contracted to make appearances and presentations.

The program consisted of a buffet at 7 p.m. This was followed by presentation of trophies to winners of Council activities, a keynote speech and cards and free beer.

But the event became too big for the Electric Company auditorium.

Next the Milwaukee I.R.C. tried the Eagles club, but it also was too small and too expensive.

Finally in 1956, Wally Sprangers made arrangements to have the Sports Award night held at the Allen-Bradley Company. And today more than 1000 employees attend the annual event. The program consists of dinner between 5 p.m. and 6:30 p.m.; (refreshments are served all evening) movie shorts from 5:45 p.m. to 6:45 p.m.; honored guests are introduced (they are usually local and suburban recreation directors that conduct our Council program); the featured attraction — The Allen-Bradley band and chorus then performs from 7 p.m. to 8:30 p.m. — a main attraction for 10 years; at 8:30 p.m. there is a refreshment break during which time firms will pick up sponsor tropies won; first run feature movie is shown, and all is over at 11 p.m. (or card playing is offered in side rooms).

Only sponsor trophies are on display and awarded at the event. Over 1000 individual trophies and 200 team trophies are awarded each year for Council activities and is the reason individual trophies are not given out at this affair. Rather, they are picked up in May for the fall and winter activities and in September for the spring and summer events.

As for trophies to the managers and coaches of each winning team, a few years ago, we decided to print a trophy booklet listing the coaches and managers who are trophy winners in the Council activities. Also, all coaches and managers who are trophy winners are asked to sit in the first 20 rows reserved for them. This enables us to introduce them as a group during the program.

An awards night committee is appointed by the MC President which meets in August to start arrangements for the October event.

With Allen-Bradley being host, Council members have an outstanding evening for only $4.50 per person which includes dinner, free beer, entertainment etc. Allen-Bradley absorbs the cost of security, ticket collecting, distribution of trophy booklets, bartenders, movie projector operation. It also provides free of charge the Allen-Bradley orchestra and chorus. The Council takes care of the cost of a party for them after their performance that evening.

The only expense to the Council is the cost of the dinner, movie and refreshments.

The committee will setup the team trophies on the afternoon of the affair according to the alphabet of firms winning trophies. Due to the tremendous success of the annual affair, it is limited to employees who participated in the Council program.

A reservation blank is mailed to members listing all activities the Council sponsors and the member is asked to list how many employees will attend for each activity. This gives the committee a check on whether the employees actually participated in each activity.

Also mailed, is a trophy pickup sheet. This entitles the member firm to pick up individual trophies from the store where trophies are purchased. The trophy company is selected on a bid basis. About $5000 in trophies are purchased each year.

A trophy information sheet is also mailed to member firms asking for the name of their winning manager or coach. This information is entered in the trophy booklet. The trophy booklet also lists the evening program.

This type of Sports Award night may be planned by any group of firms in a similar manner. You will be surprised how much can be saved by your firm in speakers, food, refreshments, hall rentals and other expenses by running a combined Sports Awards program. Committees from various firms can alternate each year, so that the burden of the detail work will not fall on the same people each year. Money can also be saved in group trophy buying.

We know our sports awards banquets work. Letters are received at the Council from management after each Awards night stating how much their employees enjoyed the affair also thanking us for taking the burden off of management in arranging their own individual Sports Awards night. □

Growth Firm Turns To 53 'Family-Size' Picnics at Headquarters Location

By Edward M. Bruno
Manager, Employee Recreation,
Tartan Park, 3M Company



The "Big Kids" play hard at a tug-of-war at one of 53 department picnics held each summer at 3M Company's Tartan Park.

THE days of a company-wide picnic at the local park ended many years ago for the 3M Company. Our picnics are still warm, "family-size" events, but now there are 53 each summer!

With an employee count of more than 15,000 employees in the St. Paul (Minn.) area, it takes a great deal of planning and many weekdays and weekends to carry out the tasks of holding company picnics at the 3M Club's employee park and recreation facility. For example, in 1974 the Recreation Department hosted a total of 26,274 employees and family members with 53 individual department picnics.

How is this enormous task accomplished? A staff of three picnic coordinators, directed by a Tartan Park Supervisor, spend the entire summer assisting the various departments in scheduling, planning, and coordinating the departmental affair.

The Volunteer Role

As with any recreation function, volunteers play an important role. A volunteer committee is the nucleus of the picnic programming and is concerned with things such as registration, games, food and refreshments.

Committees

The picnic coordinators meet with the volunteers and establish the following committees:

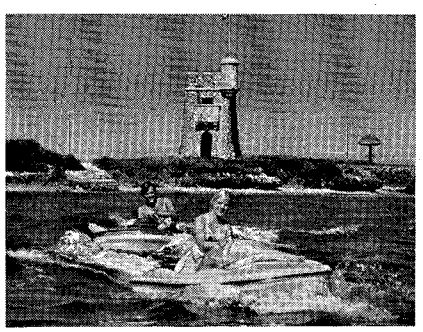
Arrangement Committee
Registration Committee
Refreshment & Food Committee
Games Committee
Prize Committee
Parking, Safety & Clean-Up Committees

A complete outline of duties is furnished each committee to insure that all details are covered.

A typical outline is: **Games Committee**



Runaway Bay
HOTEL AND GOLF CLUB
P.O. Box 58, Runaway Bay, Jamaica, W.I.



TOWER ISLE HOTEL and TENNIS CLUB
Tower Isle Post Office
Ocho Rios, Jamaica, W.I.
Nick Brimo, General Manager

JAMAICA'S CHOICE FOR BUSINESS.

Here's the best choice for your group.

In Runaway Bay, the Runaway Bay Hotel. A famous place with a lake size pool, a beach that goes on forever, golf, tennis and horseback riding. (Accommodates groups of up to 300.)

In Ocho Rios, Tower Isle Hotel. A magnificent place with all watersports, a secluded beach, a private island, tennis and golf nearby. (Accommodates groups of 10-280.)

Both are beautiful hotels with luxurious rooms, exciting nightly entertainment and facilities for meetings, forums, lectures, seminars, banquets and private parties.

Why take a chance somewhere else when you have the best choice right here?

Operated by the Issa Family of Jamaica.
Telex 2168 ISSABROS JAMAICA.
Represented by the Leonard Hicks Organization.

Mr. R. Neiman, Dir. Mktg. & Sales, Issa Hotels
464 S. Dixie Highway—Suite 200
Coral Gables, Fla. 33146 (305) 661-8513
Please send me brochures and group rates for Jamaica's Choice: Tower Isle & Runaway Bay.

Name_____
Company_____
Address_____
City_____ State_____ Zip_____

CIRCLE READER SERVICE CARD NO. 66

1. Select games to be played at the picnic from the 3M Club game suggestion list. Any games that are selected which are not on the suggestion list **must be approved by the 3M Club Office.**

2. The props (bats, balls, putters, etc.) used in the game suggestion list are supplied by the 3M Club. All other props must be discussed with the Club.

3. All props **must be returned** after the games are over to their respective containers. Props **are not** ordered for individual picnics but are re-used at all picnics.

4. When selecting games to be played other than the suggested list, remember safety first. Foot races and egg throwing contests can easily be substituted by the cardboard race and the balloon throwing contest. Let's have fun without an injury or messy clothes.

5. Have at least five volunteers to help with the games; one person should demonstrate the event, two persons should hand out props and collect them, and two persons should serve as judges and handle prize distribution.

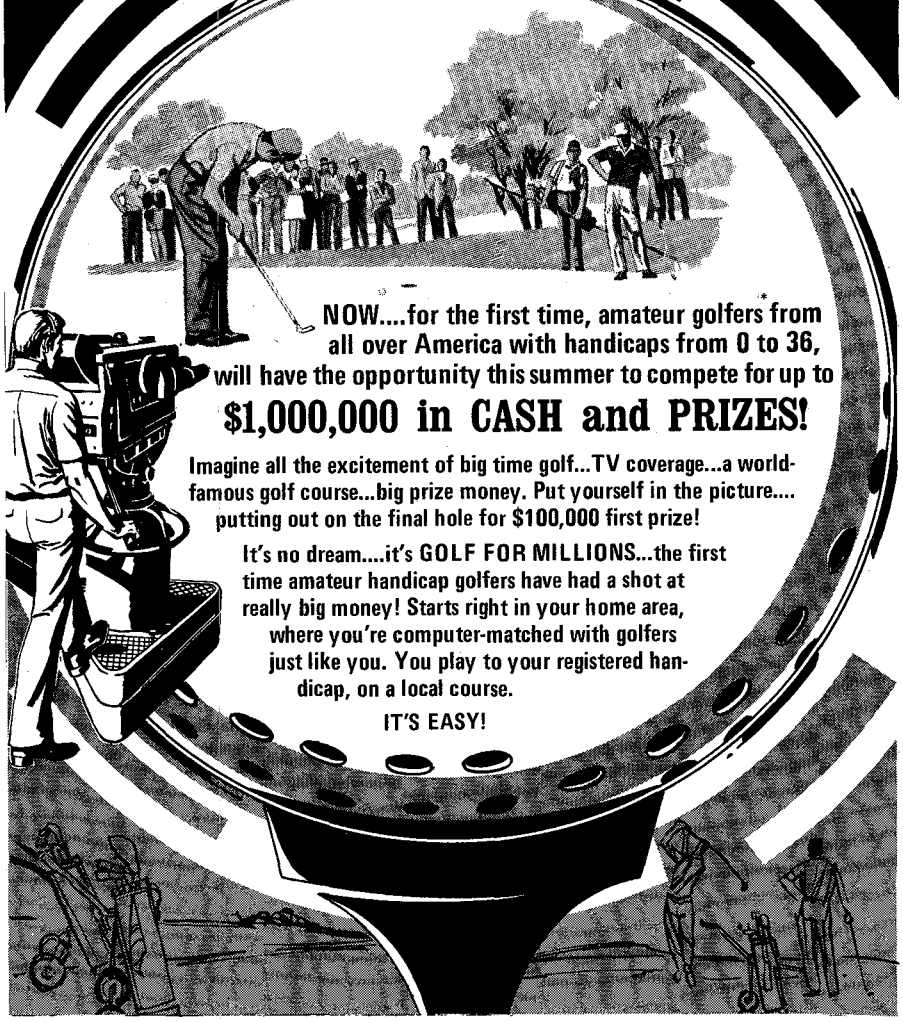
6. The train (a "passenger train" circles one pavilion) will be available upon request, but the division must supply personnel for loading supervision.

Note: The Prize and Game Committees should work together. **Remember** — selection of prizes will depend on the number and ages of persons in attendance.

The Recreation Department furnishes all supplies such as food, play equipment, rides, competitive game props and all food preparation materials. The department also furnishes a list of all competitive games by age group that have been approved by the safety department, and gives money for prizes on the basis of 50 cents for each employee registered in the particular department.

Posters are furnished each department to advertise the picnic date and time. All picnics are held on the company recreation grounds. Attendance forms are furnished to be completed and returned to the recreation department one week

GOLF for MILLIONS



NOW....for the first time, amateur golfers from all over America with handicaps from 0 to 36, will have the opportunity this summer to compete for up to

$1,000,000 in CASH and PRIZES!

Imagine all the excitement of big time golf...TV coverage...a world-famous golf course...big prize money. Put yourself in the picture.... putting out on the final hole for $100,000 first prize!

It's no dream....it's GOLF FOR MILLIONS...the first time amateur handicap golfers have had a shot at really big money! Starts right in your home area, where you're computer-matched with golfers just like you. You play to your registered handicap, on a local course.

IT'S EASY!

- **Every entrant receives certificates worth up to $100 in merchandise discounts at his local Pro Shop.**
- **WIN ONLY 2 ROUNDS (beat 6 golfers) - you receive a $30 merchandise award, good at your local Pro Shop.**
- **WIN 3 ROUNDS (beat another 3 golfers) - you receive an additional $60 merchandise award.**
- **WIN 4 ROUNDS (beat another 3 golfers) - you receive an additional $100 merchandise award.**
- **WIN $1000 CASH if your total 4 round net score is among the lowest fourth round winners.**
- **YOU MAY DONATE PRIZES TO CHARITY!**

The final 144 golfers will compete for an additional HALF MILLION DOLLARS in cash prizes at the 1975 GOLF FOR MILLIONS CLASSIC.

GOLF FOR MILLIONS provides round trip travel and accommodations to the CLASSIC. They'll play a 36 hole tournament at a world famous golf course for first prize of $100,000, second prize of $75,000, third prize of $50,000, etc.

THE COST? Entry fee is only $30.00. (Probably less than you'd spend for a weekend of golf in your own home town!)

SPECIAL EARLY BIRD GUARANTEED ENTRY FORM

Please enter me right now in the GOLF FOR MILLIONS program:

Name _____ **Phone:** _____

Address _____

City _____ **State** _____ **Zip** _____

Current Hdcp. _____ **Club or Ass'n** _____

Club address _____

Check one: ☐ **Enclosed is my $30 check or charge to my** ☐ **MasterCharge** ☐ **BankAmericard**

My credit card no. is ☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐

It expires: _____ **Signature** _____

Send to: GOLF FOR MILLIONS, P.O.Box 64335 Los Angeles, CA 90064

*Eligibility: Amateur male golfers, 18 years of age or older, with a handicap registered with any USGA recognized club or ass'n. Prize examples are based on 100,000 participants, actual cash and prizes will be determined by the number of participants, and as determined by the Executive Committee of GOLF FOR MILLIONS, Inc. Entry closes May 31, 1975.

CIRCLE READER SERVICE CARD NO. 67

prior to the picnic so all necessary food and supplies can be ordered.

On the big day, the picnic coordinators work directly with the committees setting up food preparation areas and food lines, conducting contests and park clean-up.

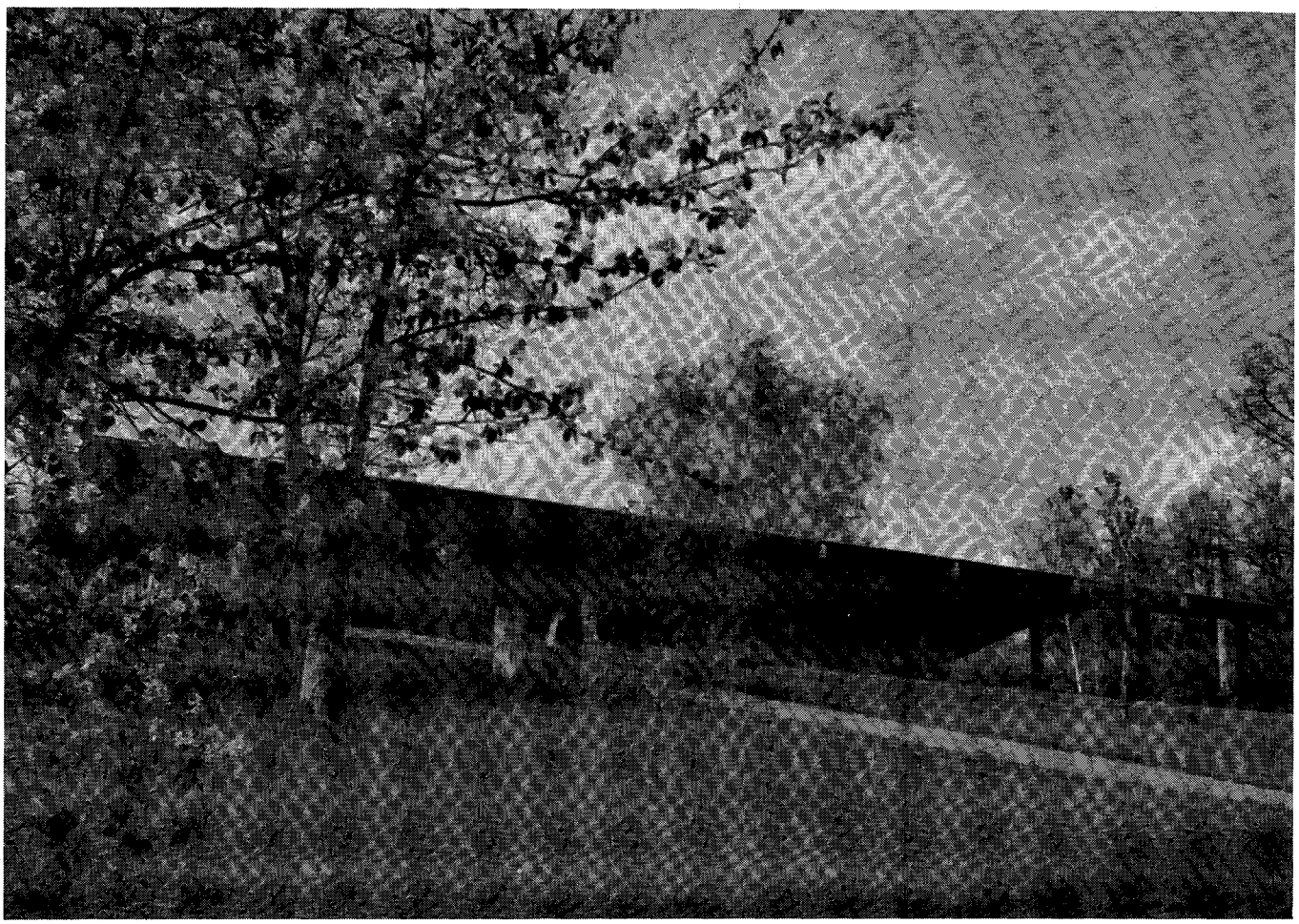
At the conclusion of the picnic, a detailed form is completed as to participation count, weather, and all necessary information that will assist next year's committee.

I feel this type of department or division picnic program is most successful for large companies. It gives management the opportunity to meet employees and families on an informal basis. With one large company wide picnic, the possiblity exists that one would not even see his employees.

I would be happy to send our program outline to anyone interested. Send your request to Edward Bruno, 3M Club, Tartan Park, Lake Elmo, Minn. 55042. □



This 3M youngster clearly knows the meaning of sacrifice!

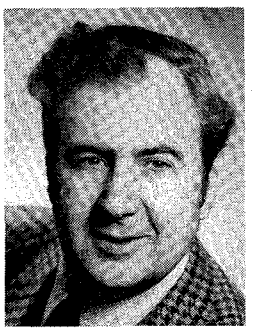


Open-sided picnic pavilion provides shelter from the weather as well as facilities for dispensing food and beverages.

travel talk

To know your employees is to help them

by Laurence Stevens
President
Laurence Stevens International, Inc.



IF you were to send out a questionnaire to your employees and ask them to tell you exactly what they desired most in a tour program you would probably receive as many different ideas as you have employees.

In working with groups of all sizes you will find it much more practical to develop your program by using the expertise of the travel agent or wholesaler as well as your own ideas, than to allow your employees to plan their own tours.

The secret of any good program is to know your employees. If you have access to statistical material in the personnel department try to capitalize on it. For example, try to discover the average income for the majority of employees. What percentage are married as against those who are single. What type of tour has been successful in the past. Much will depend on the number of employees, so it is important to offer not only a balanced program but to avoid presenting so many tours that none of them departs. It's much better to have a waiting list than to have to cancel tours because of insufficient membership.

There's no sure way, of course, to guarantee that a program will be successful. But there are several steps you can take to minimize the risk of failure. For example, currently the American worker is exposed to considerable negativity over the economy, high prices, massive lay-offs, spiraling inflation, unemployment and other dismal subjects. Yet at the same time people are traveling, and many tour companies not only enjoyed a good year last year, but are looking forward to 1975 with great optimism. It may be that with the talk of increased gasoline prices and a reduced supply (or even rationing), more and more travelers will turn to the all-inclusive package or group tour.

This is where the knowledge of your travel agent or tour operator will be invaluable. He is up-to-date on the market, and knows the buying trends of the public. He knows where the bargains are, and which areas to avoid. So before you offer any tours, be certain you spend time researching the type of travel programs that have been successful in the past, and those destinations which are popular at the present time.

As far as actual destinations are concerned, you have several excellent choices. Hawaii has always been a prime vacation area for both individuals and groups, and this trend shows no sign of abating as more and more people discover that Hawaii is always a "good buy". But in their quest for far away places or a foreign country, many organizers have overlooked the tremendous diversity of attractions here at home. Tour itineraries are endless. There are many outstanding operators who specialize in quality domestic programs, who can offer a wide range of destinations to suit the individual needs of each group.

Just think of the beauty in America! Here are just a few ideas to start you thinking: New England is a complete vacation in itself, and the traveler will come across everything from quiet beaches, to major cities and sleepy picturesque villages. What about the Rockies, the West, Canada, the South . . . all have their own special attractions? Also, what about the relative newcomer to vacation ideas — the theme park? Theme parks have become popular with travelers, and if you plan a tour, you can easily fit these parks into your itinerary.

If your company is large enough, don't overlook the winter programs available to you. Consider ski tours, although not all of your tour members may be expert skiers. Its great fun spending a week in the snow at places like Colorado or Europe. Also, you will find a wide range of winter tours to sunny climates, so discuss the matter in some depth with your travel agent.

Depending upon the total number of employees you have to draw from, try to offer a choice of several tours in the summer, and the same in the winter months for those who take winter vacations. Allow plenty of lead time so you have ample opportunity to promote the tours. If you can formulate all of your plans for next year and announce them in the late summer or early fall of **this** year, you will find it is much easier for your employees to plan their vacation around them. While tour prices and airfares could very well change, at least your program is out and available. And the more selling time you have the better chance of success. □

Stevens currently heads his own Chicago travel industry management consulting firm. His experience in the field of travel is extensive and varied. Prior to his current post, he worked 15 years for American Express Co. He first entered the travel industry in 1950 in England when he joined the Automobile Association. Upon moving to the U.S. in 1955, he immediately joined American Express' Travel Division. In 1972, Stevens opened the first employment and recruiting agency to specialize exclusively in travel industry recruiting. Travel Career Associates, Inc., is considered to be the leading such agency in the field. It was in 1973 that he formed his current company which specializes in the sale and acquisition of travel agencies, major travel corporations and a complete range of professional consulting services. He currently serves as a contributing editor to leading travel trade industry trade journals.

travel spotlight

Hawaii — our 50th state and a state of mind; steeped in legends, mysteries, romance

by G.O. Granger
Executive Vice President
Hawaiian Polynesia Tours

IT took 10 million years to make an island, but when the work was done, it was the greenest, lushest island ever made Today, it is called the ". . . nearest thing to Eden". It is Kauai, the Garden Isle, the oldest of the Hawaiian Islands.

The 50th state, Hawaii, consists of some 20 islands and atolls and lies five hours, by jet, southwest of California. In land mass, it is as big as Connecticut, Rhode Island and Delaware combined; total population is about 800,000.

But a physical, geographical description of Hawaii is only the beginning. This state of Hawaii is also a state of mind, and its history is steeped in legends — in mysteries — and in romance.

Legend has it that "the Little People", the Menehune, built many of the wonders in the Islands, including their most famous works — the **Fish Ponds at Alekoko** — said to have been constructed in a single night — and the **Menehune Watercourse** of **Waimea**, completed the same night. Historians and anthropologists offer theories that these "Little People", only two feet tall, were pygmy laborers imported from Tahiti to do the heavy work. But there is no proof. And the marvelous Fish Ponds of Alekoko remain, unexplained. As the story goes, when their work was finished, they sailed away on a three-decked island. Perhaps. But even today, in 1975, many Hawaiians will explain explicable as ". . . the work of the Little People".

There is no other place on earth where a traveler, with only the tiniest bit of effort, can be showered with the friendliness and openness of the people as in Hawaii. There is no other place where this attitude is stated so simply, or with so much feeling, as in the Hawaiian word, "Aloha". The word translated, means ". . . love, affection, kindness". It is a salutation meaning both greeting and farewell, and is a spirit that pervades the Islands and engulfs the traveler.

It is wrong, perhaps, to try and determine why this spirit is what it is, but people have been searching for the explanation ever since Captain Cook first experienced it. Sociologists have theorized the spirit exists because all basic needs are satisfied. Food is abundant, weather is perfect and everyone is tolerant of his neighbor. With no need to worry about fundamentals, life can be enjoyed and shared with anyone. This theory is not based on fact, but it is romantic — and certainly this spirit of "Aloha" exists.

Of all the islands in the Hawaiian archipelago, only seven have significant populations. Of these, **Oahu, Hawaii, Maui** and **Kauai, sustain 99 percent of the people.** The island of **Niihau** is "kapu" (restricted) to only 237 Hawaiians who live there in an effort to preserve the ancient Hawaiian culture. A visit to Niihau is by invitation only.

The Archipelago of Islands

The islands of Oahu, Maui, Kauai and Hawaii offer the visitor everything he might be looking for — and then some. He will find beauty unbounded, from the lushness of **Kauai,** to the moon-like slopes of **Mauna Kea** on the "Big Island" — Hawaii. He will find a **Whaler's Museum on Maui** and a monument to the officers and men of **Pearl Harbor on Oahu.** He'll hear stories of mystical deeds and mythical people — and he will fall in love. He will stand in awe of **Waimea Canyon** and meditate on a sunset in **Lahaina** that sets his soul on fire. And he will dream — and scheme — to find a way to stay in a land that is, indeed, Eden.

Each island is unique. **Oahu,** the most populous island, is where famed **Waikiki Beach** invites the curious and the more urban-oriented visitor. Bright lights and lots of action characterize this island and its capitol city, **Honolulu.** And it is here that famed Pearl Harbor sparkles in the tropical sun. Names like **Diamond Head, Koko Head,** and **Makaha,** snap at the imagination of the reader and conjure images of gentle breezes, sun-washed beaches and an azure sea. And the scent of plumeria fills the senses. **Oahu**

means "The Gathering Place", and it has indeed gathered people and things from every corner of the Earth.

Northwest of Oahu, lies the Garden Isle — **Kauai.** This emerald of an island provides the visitor a view of the "Grand Canyon of the Pacific", **Waimea Canyon,** a trip on the only navigable river in Hawaii, **The Wailua,** to a serene rain-forest called the **"Fern Grotto".** The Garden Isle also boasts softly of the wettest place on earth, **Mt. Waialeale,** where the annual rainfall averages 486 inches.

Southeast of Oahu, lies **Maui, the Valley Isle,** so named because of the way it was formed. Maui, too, has its myth and its romance. Maui, the story goes, was a minor god who loved to fish. In order to fish longer, he captured the sun and forced it to shine longer. And it was Maui who brought the Hawaiians the gift of fire. **Lahaina,** an ancient whaling town, lies on the west coast of this beautiful island where, long before whaling was known, Hawaiian royalty enjoyed the peaceful beauty of this place. Amid the aroma of plumeria, Hawaiians still share the visitors thoughtful pleasure of Lahaina — on the Island of Maui.

The **"Friendly Isle" of Molokai,** home of the famous **Kalapapa colony** for those afflicted with **Hansen's disease,** and **Lanai,** the **"Pineapple Island",** are easily seen from Maui. As you approach from the north or from the south, these islands appear to serve as satellites of Maui. Both are sparsely populated and have very limited accommodations for visitors.

The island of **Kahoolawe** is unpopulated and can also be seen from Maui. This island is a target area for military operations and is "kapu".

The fourth principal island, and the largest, is the **"Orchid Isle"** — the island of Hawaii — the **"Big Island".** Orchids grow wild on Hawaii and can be plucked along almost any roadside into or out of **Hilo.** The city of Hilo is, in fact, the orchid capital of the world and in the famous orchid and anthurium nurseries around Hilo, more than 20,000 varieties of orchids are cultivated. A visit to these nurseries is a "must" for any visitor.

Between Kona in the west, where Hawaiian Kings had their summer palaces, to Hilo in the east, lies a land of smoke and fire . . . **Volcanoland.** Active volcanoes still steam and the visitor can peer into the **maw of Halemaumau** from the comfort of the **Volcano House.** This is the home of Pele, Goddess of Fire, a temperamental goddess who delights in providing her subjects with occasional fiery displays of indescribably beauty. In recent weeks, she has been heard to rumble and if, early in 1975, she desires to vent her emotion, Hawaiians and visitors alike will be treated to an unforgettable spectacle.

For the first-time visitor, the best way to see Hawaii is on a fully-escorted tour. The few tour companies who offer this kind of program have Hawaiian escorts who are familiar with the stories and legends of these fascinating islands since they grew up with them. They are also familiar with the traveler's needs and make the trip much more enjoyable because they worry about the details while the visitor may relax and enjoy Hawaii.

Prices for these tours are surprisingly reasonable. For an 8-day, 7-night stay on Oahu, at Waikiki Beach, land prices (hotel, transfers, sightseeing), amount to about $103. per person. A 15-day, 4-island tour will run about $260, per person. Add airfare from your own city and you have the ingredients for a trip to remember. Most tour companies also offer these programs using "group airfares" which offer the traveler savings amounting to 15-30 percent of standard fares.

If the time has come for you to extend your horizon, look to the West. Look to a place where warm sun, warm water and warm people offer you the thing you're looking for because they have found it. They call it . . . Aloha. □

Travel Impressions
Travel Impressions
Travel Impressions
vel Impressions
Impressions of
CANCUN
CHARTER AFFINITY PROGRAM
$369.*

impress your clients with a creative new concept in group travel

CANCUN. The first and only complete resort. Less than 3½ hours from most major American cities.

CANCUN. As new as the sunrise. An island paradise linked to Mexico's Yucatan coast. Sun. Sea. Sports (even a Robert Trent Jones golf course). Luxury—unmatched anywhere else.

CANCUN. As old as man's very civilization. Just a short drive away, the thrilling sights and mysteries of Mayan ruins turn the clock back over 1,000 years.

TRAVEL IMPRESSIONS OF CANCUN —The affinity group program (minimum 40) guaranteed to *impress* your clients:

• **AMERICAN AIRLINES jet departures weekly.** • **WESTERN INTERNATIONAL CAMINO REAL HOTEL, our Mayan Palace for 8 days/7 nights.** • **Cocktail party, transfers, gratuities, taxes.** • **Optional tours and dining plan.** • **TRAVEL IMPRESSIONS' IMPRESSIVE PERSONAL SERVICE.** Coordination, back-up promotion and on-the-spot supervision by Travel Impressions' personnel.

• **Call or write for full-color brochure.** Dept. RM

*New York (other cities on request)

Travel Impressions, Ltd. *Creative Concepts in Group Travel*
70 Glen Cove Road, Roslyn Heights, N. Y. 11577/(516) 484-5055/(212) 895-3830

CIRCLE READER SERVICE CARD NO. 68

NIRA INFORMATION

Purpose

The National Industrial Recreation Association assists in developing employee recreation as a benefit to business, industry, organizations, units of government and the community. It promotes the concept of industrial recreation as a means of improving relations between the employees themselves and between employees and management, and strives to upgrade the caliber of its members' recreation programs, to form new programs and to keep members abreast of all developments in the field.

Services and Activities

RECREATION MANAGEMENT — Published 10 times a year. A stimulating, useful, how-to-do-it professional journal. Contains new ideas, new concepts, new ways to make industrial recreation programs more successful.

Program Manuals and Information Center — Manuals prepared for members by NIRA staff present practical step-by-step procedures for developing special activities to fit within a company's recreation program.

Periodicals — In addition to Recreation Management, published are two newsletters; the Keynotes, a monthly publication, and the Informer, articles for the Certified Industrial Recreation Administrator.

Consultation Service — NIRA Advisory Committee and staff plus past Presidents of NIRA and Association members are available for consultation or speaking engagements.

National and Regional Contests — Eight are conducted annually to stimulate participation in employee programs. The amateur events are mostly postal and can be conducted at the member location or near-by.

Membership Directory — A listing of recreation directors, personnel managers, Associate Members and NIRA's "Who's Who" in Certified Administrators in Industrial Recreation. Published annually and includes telephone numbers and addresses.

Free Clerical Services — Provided by NIRA for intra-membership communication.

Awards — Given annually for outstanding member leadership and achievement in areas of recreation administration and programming; for outstanding overall programs and for specific activities. NIRA also presents special top management honors.

Conferences & Workshops — A National and one Regional Annual Conference and Exhibit are open to all NIRA members where educational sessions and seminars are conducted. Regional workshops are also conducted for educational purposes near a member's location.

Certification Program — NIRA certifies industrial recreation administrators after they successfully complete the Certified Industrial Recreation Administrator requirements. This includes induction into the "Who's Who In Industrial Recreation" records.

Merchandise Discounts — Many consumer products and services are available to members and their employees at substantial savings as high as 60 percent off retail price, primarily from Associate Members, Exhibitors and Advertisers.

Employment Services — Special assistance offered members in finding jobs and to organizations in finding personnel. Recruiting and Search Service offers search screening and referral of candidates for recreational positions.

Intern program. Upper Level and graduate students with recreation majors are referred by headquarters to conduct and/or assist with your program development on a full or parttime basis. All students are approved by NIRA. There is no charge for the service.

Research Foundation, Reports — NIRA and the Educational Foundation develop and collect information on the latest trends, methods and techniques of employee recreation and report findings to members. Surveys conducted by NIRA and NIRREF cover all phases of employee recreational activities. The studies enable our members to evaluate their programs and to keep informed of trends.

Types of Membership

Organization — Available to business, industry and governmental organizations or the employee recreation associations and their employees who are interested in the development and maintenance of employee recreation facilities and/or programs.

Associate — Available to companies, trade associations and other organizations which operate nationally and are interested in distributing programs and services to employee recreation programs.

Industrial Recreation Council — Open to areas having organized councils or associations comprised of business, industry or government.

Allied — Available to NIRA Organization Member's recreation program, Elected Officers, Board Members and to Recreation program Coordinators or volunteers at branch locations of NIRA members.

Individual — Available to individuals interested in Association activities and objectives who are not connected with a business, industry or governmental organization or an employee association.

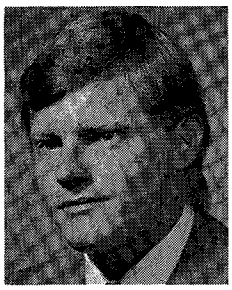
College/University — Available to institutions interested in Employee Recreation and by virtue of membership shall entitle students enrolled in their school to receive a reduced student membership fee.

Student — Available to students majoring or minoring in recreation or allied fields at a college or university where such training is offered. □

Constructive Comments

Keeping up with tennis boom — outdoor courts

by Anthony W. Kotz
Kotz & Schneider
Land and Recreation
Planning & Design
Syracuse, N.Y.



WITH twenty million tennis players in this country today, we need alot of courts. Indoor tennis courts are great, but they are expensive. Outdoor courts are still the most popular and easiest to build. When carefully designed, they can be quite attractive and easy to maintain.

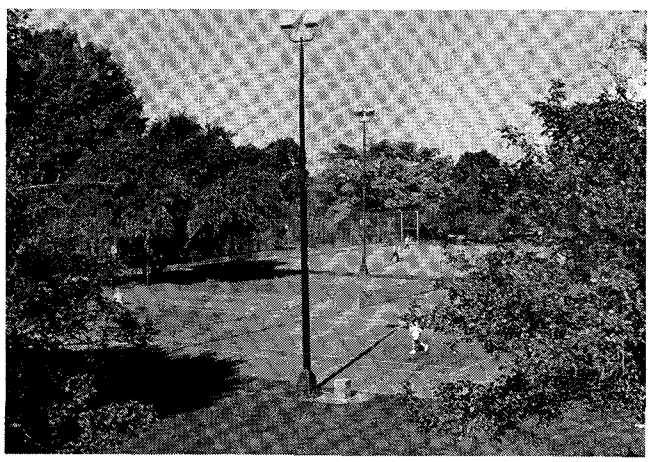
Most tennis courts appear to be quite simple and pretty much alike in style. On this basis, it may be very tempting to shortcut planning and design or to skimp on construction quality. **Don't!**

You should obtain the services of a landscape architect or engineer who is experienced in tennis court design. Location, layout, orientation, grading, drainage, paving, surfacing, fencing, lighting, landscaping, and the rest of the amenities are all necessary considerations with many possible variables. To do a good job requires informed, professional opinions depending upon the climate, site conditions, budget and your specific needs.

Where scheduling or demand warrants, consider lighting. Your courts will get much more use if they are lighted for night use. And there are myriad other considerations.

Demand, available land or budget may influence how many courts you should build. But, you'll usually be better off building fewer, better quality, courts than skimping to get more and skimping on quality.

For more information, contact me through NIRA. □



As European airfares soar, Hawaii at $371* (air and land) looks better than ever!

* From Chicago.

Hawaii

1975 WEEKLY AFFINITY CHARTERS
8 DAYS—7 NIGHTS

$169
land per person
plus applicable airfare below.

HILTON HAWAIIAN VILLAGE
and *United Air Lines*

Tuesday departures via United Airlines
223 seat DC8 Stretch from your gateway

CITY	AIR FARE (per person)
New York	$195
Boston	201
Los Angeles	109
Chicago	170
Hartford	199
Baltimore/Wash. D.C.	192
Dayton	180
Detroit	181
Cleveland	184
Philadelphia	195
Pittsburgh	187
Atlanta	185
Seattle	117

Add fuel surcharge and head tax approx. $31. High Season surcharge (6/20-8/31, 9/27-10/26, 12/13-12/31) $10.

$140
land per person
plus applicable airfare below.

PRINCESS KAIULANI
and American Airlines

Thursday departures via American Airlines
171 seat Boeing 707 from your gateway

CITY	AIR FARE (per person)
New York	$273
Boston	296
Chicago	231
Hartford	289
Baltimore/Wash. D.C.	283
Dayton	263
Detroit	264
Cleveland	273
Philadelphia	285
Pittsburgh	279

Above air rates include $6 head tax and fuel surcharge.

Air and land rates subject to change without notice.

CALL OUR CHARTER DEPARTMENT FOR COMPLETE DETAILS
New York (212) 736-5186
Chicago (312) 956-7870

Worldways TRAVEL CORPORATION
An affiliate of Hawaiian Holidays, Inc.
OUR 17th YEAR • BONDED FOR $500,000.00

500 Fifth Avenue • New York, N.Y. 10036 (212) 736-5186
Offices also in San Francisco, Chicago, Honolulu and Toronto

OUTSTANDING VALUES IN CHARTERS TO HAWAII • RIO • LAS VEGAS

CIRCLE READER SERVICE CARD NO. 69

Equipment Planning Guide

Listed below are specific areas of Fall/Winter, Spring/Summer Activities, equipment and related services. Circle number on Reader Service Card and mail to R/M. You will then receive information outlining what types of materials are available and where to get them.

ATHLETIC CLOTHING (1)

1. gym suits
2. parkas
3. shorts
4. socks
5. stockings
6. award sweaters
7. sweat shirts and suits
8. T-shirts
9. trunks
10. shoes
11. thermal wear

ADMINISTRATION (2)

1. lettering
2. emblem
3. embroidery
4. trophies
5. awards
6. novelties

SHOOTING (3)

1. rifles, pistols and guns
2. range equipment
3. ammunition
4. targets — indoor/outdoor
5. jackets
6. trap and skeet equipment
7. scopes
8. cleaning kits
9. ear protectors

BOWLING (4)

1. bowling balls
2. cleaners
3. carrying bag
4. hand conditioner
5. lanes and equipment
6. pins
7. wristlets

CAMPING-HIKING (5)

1. tents
2. packs
3. sleeping bags
4. cooking-utensils and equipment
5. cutting tools
6. first aid kits
7. compasses
8. motor coaches
9. campground information

BASKETBALL (6)

1. backstops
2. basketballs
3. basketball sets
4. goals
5. nets
6. pads and guards

VOLLEYBALL (7)

1. balls
2. jerseys
3. nets
4. pads (knee)
5. posts
6. sets
7. standards

SKIING (8)

1. bags, cases
2. balancing, exercise devices
3. bindings
4. boots, ski
5. boot tightening devices
6. boot presses, trees
7. boot wax, preservatives
8. gloves, mittens
9. goggles
10. hand warmers
11. headwear
12. poles, ski
13. portable ski tows
14. safety helmets
15. skis
16. straps, safeties
17. underwear, thermal
18. waxes

FOOTBALL (9)

1. belt, flag sets
2. blockers, chargers
3. blocking sleds
4. charging sleds
5. cleats
6. cleat wrenches
7. face protectors
8. footballs
9. goal posts
10. helmet hangers
11. helmets
12. linesman chains
13. markers (yard, goal)
14. marking machines
15. mouthguards
16. pads and guards
17. scrimmage vests
18. tees (kicking)

GENERAL FALL/WINTER ACTIVITIES

Badminton (10)
Billiards (11)
Bobsleds (12)
Boxing (13)
Fencing (14)
Games (15)
Handball (16)
Ice Fishing (17)
Ice Sailing (18)
Ice Skating-Hockey (19)
Judo-Karate (20)
Squash (21)
Table Tennis (22)
Ski Touring (23)
Vending-Food Services (24)

OFFICIATING (25)

1. starter's guns
2. stop watches
3. scoreboards

HYGIENE (26)

1. massage tables
2. mobile bath carts
3. mouth fresheners
4. steam room gear
5. towels
6. whirlpool baths

TRAINING GEAR (27)

1. trainers' supplies
2. foods
3. kits

PLAYGROUND EQUIPMENT (28)

1. swings
2. slides
3. merry-go-rounds
4. climbing gyms
5. teeter-totters
6. rides
7. other .....

PARK & ATHLETIC FIELD EQUIPMENT (29)

1. benches
2. tables
3. fountains
4. toilet facilities
5. grills
6. outdoor lighting
7. bleachers
8. field goals
9. walkway and court surfaces
10. marking equipment
11. sound systems
12. power equipment

SPECIFIC ACTIVITIES

ARCHERY (30)

1. sets
2. arrows
3. arrow components
4. automatic lane gear
5. backstop netting
6. bows
7. crossbows and bolts
8. leather accessories
9. racks
10. scoring equipment
11. sights
12. targets

BASEBALL (31)

1. backstops
2. cages and nets
3. balls
4. bats
5. bases
6. caps
7. chest protectors
8. cleats
9. gloves and mits
10. helmets
11. masks
12. mounds
13. pads and guards
14. resin bags
15. score books
16. stockings
17. uniforms

BOATING (32)

1. fishing boats
2. speed boats
3. sail boats
4. houseboats
5. rubber boats
6. boat motors
7. life jackets
8. boating accessories

CAMPING-HIKING (33)

1. tents
2. packs
3. sleeping bags
4. cooking utensils and equipment
5. cutting tools
6. first aid kits
7. compasses
8. motor coaches
9. campground information

FIELD HOCKEY (34)

1. balls
2. goals
3. nets

4. cages
5. leg guards
6. shoes
7. sticks
8. uniforms

FISHING (35)

1. rods-poles
2. reels
3. flys and lures
4. lines-casting and fly
5. tackle boxes
6. general equipment ie.: hooks, sinkers, strainers, etc.

GOLF (36)

1. bag covers
2. bags
3. distance-adding ball coating
4. ball holders
5. ball markers
6. ball retrievers
7. balls
8. ball washers
9. practice cages
10. caps and hats
11. carts
12. clubs
13. club carriers
14. miniature golf supplies

LAWN GAMES (37)

1. badminton
2. croquet
3. fieldball
4. horseshoes
5. lawn tennis
6. tetherball
7. volleyball

PICNIC EQUIPMENT (38)

1. barbeque sets
2. baskets
3. dishes
4. eating utensils
5. fire lighters and starters
6. grills
7. insulated vacuum bottles
8. boxes and jugs
9. picnic kits
10. refrigerants

SHOOTING (39)

1. rifles, pistols and guns
2. range equipment
3. ammunition
4. targets — indoor/outdoor
5. jackets
6. trap and skeet equipment
7. scopes
8. cleaning kits

SOFTBALL (40)

1. balls
2. bases
3. bats
4. gloves
5. masks
6. batting tees
7. sportswear
8. uniforms

SWIMMING AND BEACH (81)

1. beach balls
2. bathing caps
3. cabanas
4. chairs and backrests
5. clothing
6. cots
7. cushions
8. diving boards
9. ear plugs and ear drum protectors
10. floats and accessories
11. swim goggles
12. life bouys
13. life saving devices
14. mats
15. nose clips
16. pool covers
17. above ground pools
18. sandals
19. water slides
20. swimming boards
21. swim suits
22. training equipment
23. umbrellas
24. water bicycles

TENNIS (41)

1. court backstops
2. balls
3. binding
4. net cables
5. tennis clothes
6. court markers
7. nets
8. net posts
9. presses
10. racket covers
11. racket frames
12. racket grips
13. rackets
14. racket stringing equipment
15. serving machines
16. net counter straps
17. strings

TRACK AND FIELD (42)

1. cross bars
2. discus
3. hammers
4. hurdles
5. javelins
6. landing pits
7. relay batons
8. shoes
9. spikes
10. shot puts
11. jumping and vaulting standards and boxes
12. starting blocks
13. track drags
14. uniforms
15. conditioning suits and equipment

WATER SKIING, SURFING (43)

1. aquaplanes
2. belts
3. bindings
4. bongo boards
5. bridles
6. car racks
7. clothing
8. helmets
9. ski rope retrievers
10. skis
11. ski sleds
12. spray attachments
13. surf boards
14. tow ropes and bars
15. wake boards
16. water shoes
17. water toboggans

WATER POLO (44)

1. water balls
2. belts

LAS VEGAS CARAVAN

SUMMER CHARTERS FOR EMPLOYEE GROUPS

4 days, 3 nights* Friday to Monday/5 days, 4 nights Monday to Friday

CHICAGO $189* total price
BOSTON $224* total price
NEW YORK $216* total price
ATLANTA $207* total price

All prices commissionable

DEL WEBB WORLD TRAVEL COMPANY
P.O. Box 15313, Las Vegas, Nevada 89114

Available from 42 major cities . . . includes air, hotel, transfers, lounge show and cocktail, welcome briefing, hospitality desk, taxes and gratuities . . . $39 entertainment package available . . . via United Airlines . . . Las Vegas Hilton . . . Hotel Sahara . . . an established and superior travel product . . . available to bona fide affinity groups of 40 persons or more . . . quoted prices based on full 149-passenger DC-8 aircraft —

For full plane load service call

TOLL FREE 800-634-6677 • One Call Does It All!

Confirmations available throughout 1975 . . . $10 airfare increase July 1, 1975

CIRCLE READER SERVICE CARD NO. 70

1975 NIRA Annual Conference, Exhibit

'The Challenge of Change'

"The Challenge of Change" is facing all of us, and the NIRA Conference and Exhibit this year is designed to help each recreation administrator learn to cope with change — to accept it as a challenge in a positive manner. In an unprecedented move, the 34th Annual NIRA Conference is being held, for the first time, outside the United States in Kingston, Jamaica, West Indies. It will commence this year on May 15 through May 20. All participants will stay at the Sheraton-Kingston Hotel. **The official NIRA carrier is Air Jamaica.**

Hotel

- 6 days/5 nights' accommodations with late check out on May 20 provided. Every room is air conditioned and has its own private balcony.
- Transfer airport to hotel via air conditioned bus, including baggage handling (44 lbs. per person) at airport.
- Pre-registered room service.
- All applicable tips to maids, bellboys, etc., service charges at hotel, baggage handling at airport and hotel.
- Government room tax.
- Children under 17 free in room.
- American Express Host Services.

Please select your price: (for 5 nights)

1. Per person — double occupancy.... $ 77.00
2. Per person — single occupancy..... 115.00
3. Per person — triple occupancy 67.00
4. Suites — per person from: 216.00 to 256.00

Program Content

The Conference program will feature an even blend of NIRA business, professional seminars, lectures, meetings and exhibits — a chance to economically combine business with social events with special spouse's and children's programs offered too.

Post-Conference Tour

The post-conference tour will offer this year 6 days and 5 nights at either the Holiday Inn, Montego Bay, Jamaica, or the Runaway Bay Hotel, Runaway Bay, Jamaica. This is a great opportunity for you to relax on Jamaica's finest beaches before flying home.

The Holiday Inn, Montego Bay

- 6 days/5 nights' accommodations in a luxury air conditioned room.
- Pre-registered room service.
- Children under 12 free.
- Fresh water pool — your private chaise lounge free of charge.
- Rum Swizzle Party upon arrival with Calypso Band live entertainment.
- Free shoppers' discount book (10% - 15% discounts).
- Free tennis, shuffleboard.
- Free shuttle to golf course.
- All taxes, tips, at Holiday Inn.
- Transfers from Kingston to Holiday Inn (air and bus), and to Airport in Montego Bay for your return flight home, including gratuities and baggage handling.

Options:

- Modified American Meal Plan (breakfast and dinner) available at reduced price to NIRA — $13.50 per day.
- Many activities and services at modest cost: Water sports, golf, sightseeing, horseback riding, fishing, river rafting, baby sitting service.

Select your Price: (for 5 nights)

Per Person — double occupancy..... $ 83.00
Per Person — single occupancy $133.00
Per Person — triple occupancy..... $ 73.00

Runaway Bay Hotel, Runaway Bay

- 6 days/5 nights' accommodations in a luxury air conditioned room.
- Pre-registered room service.
- Children under 12 free.
- Fresh water pool — private chaise lounge free of charge.
- Beautiful private white sand beach.
- Rum Swizzle Party upon arrival with Calypso Band live entertainment.
- Free tennis, shuffleboard, bicycles, croquet, horseshoes, unlimited horseback riding.
- Unlimited golf — no greens fees on private 18-hole championship course and executive par 3 course.
- All taxes, tips at Runaway Bay Hotel.
- All transfers throughout — bus tour from Kingston across beautiful Jamaica to Runaway Bay and from hotel to Montego Bay Airport for your return flight home, including gratuities and baggage handling.
- Nightly entertainment at Runaway Bay Hotel offered by Runaway Bay Hotel's resident Calypso Band. No Cover. No Minimum.

Options:

- Modified American Meal Plan (breakfast and dinner) available at reduced rate $12.00 per day.
- Many activities and services at moderate cost: Water sports, sightseeing, fishing, river rafting, baby sitting services.

Select Your Price: (for 5 nights)

Per Person — double occupancy..... $ 94.00
Per Person — single occupancy $144.00
Per Person — triple occupancy..... $ 84.00

Direct Return to USA after Convention — Tuesday, May 20, 1975. Bus transfer $3.00 per person

NIRA Conventioneers' flight schedules will be prepared to insure all participants the lowest possible airfare cost. We will be utilizing a GIT (Group Inclusive Tour) airfare and for that reason we would like you to register as soon as possible, as it will be necessary to reserve air space in accordance to NIRA Convention attendees' group needs.

1975 NIRA Convention Program*

1st Day — Thursday, May 15, 1975

6:00 - 7:00 p.m.	A. 1.) Welcome Cocktail party at Sheraton pool
7:00 - 7:30 p.m.	2.) Official Convention Opening Introduction of guests: President, NIRA Convention Chairman, NIRA Executive Director, NIRA President, Air Jamaica Director of Tourism — Jamaica

Minister of Industry, Commerce, Tourism, Jamaica
Welcome Speech: Prime Minister of Jamaica

7:30 p.m. — 3.) Continuation of party at poolside with cash bar and late night buffet.
Remainder of evening on your own.

2nd Day — Friday, May 16, 1975

8:00 a.m. - 12:00 noon — A. Regional Meetings
B. Breakfast by Regions
1.) Elections
2.) NIRA Business
C. Program Events Exchange by Regions Topical Discussions on:
1.) Corporate Recreation Programs
2.) Family Recreation Programs
3.) Retiree Recreation Programs

12:00 noon — D. 1.) Delegates — Lunch on your own
(fashion show at poolside for all)
2.) Exhibitors — Special briefing luncheon & education session "Closing the Sale"

1:30 - 3:00 p.m. — E. General Session
"Opportunities for Expanded Relationships Between Industry and the Academic Community"

3:30 - 4:15 p.m. — F. Concurrent Sessions
1.) "You Are What Your Staff Is"
2.) "Record Keeping For Audits — Are You Protected?"
3.) "A New Look at OSHA As the States Take Over Administration of the Act"

4:15 - 5:00 p.m. — G. Cracker Barrel Discussion Session — Poolside

5:00 - 7:00 p.m. — H. Grand Opening of Exhibit Hall

7:15 p.m. — I. Dinner Poolside
Entertainment by Jamaica's National Police Band

3rd Day — Saturday, May 17, 1975

8:00 - 9:45 a.m. — A. 1.) CIRA/CIRL Breakfast

8:00 - 10:30 a.m. — 2.) Exhibit Hall open. Continental breakfast for delegates and exhibitors in Exhibit Hall.

8:00 - 10:30 a.m. — 3.) Program Material "Swap Shop"

10:45 a.m. - 12:00 noon — B. General Session (Double Feature)
1.) "Human Resources Accounting" and
2.) "Measuring Recreation's Effect on Productivity"

10:45 a.m. - 12:00 noon — C. Exhibitors Educational Session
1.) "Communications Create More Sales"

12:30 - 2:30 p.m. — D. Awards Luncheon (At Pegasus Hotel)

2:30 - 3:45 p.m. — E. "Workshop on Program Ideas"

2:30 - 3:45 p.m. — F. The Exhibitor's Workshop Session by topic

3:45 p.m. — G. Remainder of afternoon and evening free

4th Day — Sunday, May 18, 1975

8:00 - 10:30 a.m. — A. Breakfast/Worship Services on your own

10:30 a.m. - 12:00 noon — B. NIRA Annual Meeting and Election of Officers

12:30 - 2:15 p.m. — C. Management Luncheon (At Pegasus Hotel)

2:45 - 3:45 p.m. — D. Concurrent Sessions:
1.) "Development of a Comprehensive Employee-Employer Communication Program"
2.) "The CAB and Affinity Travel Programs"
3.) "Development and Installation of Fitness Training Centers"

4:00 - 7:00 p.m. — E. Exhibit Hall Opens
Refreshments and hors d'oeuvres
Sponsored by Sheraton Kingston Hotel

7:15 p.m. — F. Dinner, evening on your own. Restaurant suggestions available.

5th Day — Monday, May 19, 1975

8:00 - 10:30 a.m. — A. Exhibit Hall open. Continental breakfast on your own in Exhibit Hall.

B. Exhibit Hall Grand Finale
Merchandise Prize Drawings at Selected Booths

10:30 - 11:30 a.m. — C. General Session
1.) "Employee Services on the Move — There are Broader Horizons Ahead."

12:00 noon - 1:30 p.m. — D. Lunch on your own

1:45 - 3:00 p.m. — E. Concurrent Sessions
1.) "Managing Your Board of Directors Effectively"
2.) "The Professionals' Dilemma — To Participate or Not to Participate In Your Own Recreation Program"
3.) "Coed Activities — How Far Do We Go?"
4.) "Exhibitors Evaluation Session and Election of Officers to the Exhibitors Advisory Committee" & educational session "Follow up is essential"

3:15 - 4:30 p.m. — F. Concurrent Sessions
1.) "Programming Idea Exchange Seminar"
2.) "Selling Management on Future Recreation Facilities"

7:00 p.m. — G. Reception at Poolside

8:00 p.m. — H. President's Ball
Official Convention Closing Dinner

6th Day — Tuesday, May 20, 1975 — Free day — Relax until your departure home or to your Post Convention hotel

(Special spouse's and children's programs will be added to the above itinerary.)

*Program contents subject to change.

NIRA'S 1975 Convention & Exhibit May 15 - 20, 1975
Sheraton Hotel — Kingston, Jamaica, W.I.

REGISTRATION FORM

NOTE: A separate registration form must be submitted for *each* person in your party. Duplicate this form if necessary.

(PRINT)

NAME _____

FIRM NAME _____ YOUR TITLE _____

BUSINESS ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE (OFFICE) ☐ _____ (HOME) ☐ _____

Names of others in your party who will submit separate registration forms:

_____ necessary for cross reference

REGISTRATION PACKAGES
(Fee includes group meals and social functions)

—IMPORTANT—
CIRCLE YOUR CATEGORY

	Prior to April 1, 1975	After April 1, 1975
Delegate of NIRA member Company	$100.00	$110.00
Non-member delegate attending convention (includes 7 months free membership)	$110.00	$120.00
Exhibitors	2 per booth (no charge)	
Extra Exhibitor participants	$ 60.00	$ 70.00
Assoc. Members, not exhibitors, but attending Convention	$200.00	$210.00
Commercial attendees who are not exhibiting at Convention	$275.00	$285.00
All Spouses	$ 45.00	$ 55.00
Student Attendees	$ 60.00	$ 70.00
Children	$ 30.00	$ 40.00

CANCELLATION POLICY . . . Full registration will be refunded if cancellation notice is received postmarked no later than May 5, 1975. After this date, full refund cannot be guaranteed. No refunds will be made unless request is filed before June 20, 1975.

Please indicate if you are a CIRA/L _____. Check here if you are a NEW NIRA MEMBER _____ since June 1, 1974. Number of NIRA Conventions previously attended _____.

Include your check made payable to the National Industrial Recreation Association. No registrations accepted without payment in advance. Registrations will be accepted in Jamaica but with some inconvenience to you.

Mail registration and check to: NIRA Convention Coordinator, American Express Office, 18 South Michigan Ave., Room 506, Chicago, Ill. 60603.

professional services directory

CIRCLE READER SERVICE CARD NO. 71

Kotz and Schneider — LAND AND RECREATION PLANNING AND DESIGN

307 SOUTH TOWNSEND STREET SYRACUSE, NEW YORK 13202 315-475-4157

recreational planning · programming · design · consultation

Hugh G. Goldsmith & Associates, Inc.

CIRCLE READER SERVICE CARD NO. 72

512 LYON BUILDING SEATTLE WA. 98104 (206) 622-1080

dlh DEHART, LANDS & HALL

planning / analysis group

631 LYON BUILDING SEATTLE WA. 98104 (206) 682-1925

environmental graphics

CIRCLE READER SERVICE CARD NO. 73

MARKS, SIGNINGS AND VISUAL COMPLEMENTS FOR RECREATIONAL FACILITIES

A. Blankenburg Associates/Graphic Design • 4332 Transworld Rd. • Schiller Park, Ill. 60176 • 312/671-1520

tpa

CIRCLE READER SERVICE CARD NO. 74

Planning | Design | Engineering | Feasibility Studies

State, Regional and Community Parks and Recreation Facilities

Technical Planning Associates
100 Broadway, North Haven, Connecticut 06473 Tel. (203) 239-5671

CLASSIFIED

HELP WANTED

REPS AND DISTRIBUTORS WANTED FOR MacLEVY-HELO, Est. 1893, Largest Mfg. of Saunas, Exercise and Recreation Equipment, Now Appointing Reps and Dist. Contacting Dealers and New Construction. Leads and Inquiries Re National Advertising Furnished. Sales Kit, Blueprint Layout Service, New Construction Reports. Write Monty MacLevy, Pres. MacLEVY-HELO, 92-21 Corona Ave., Elmhurst, N.Y. 11373.

CIRCLE READER SERVICE CARD NO. 75

Young married man with BS degree in both Recreation/ Parks Administration and Sociology is seeking a position as Assistant Recreation Director or Administrator. Undergraduate fieldwork completed in both public and industrial recreation. No geographic preference. Box 404, RECREATION MANAGEMENT.

NEW STAFF POSITION

Department of Athletics
Marquette University

The Department of Athletics at Marquette University has been authorized to fill a new position of Coordinator of Women's Intercollegiate Athletics.

The position requires a B.S. degree and involves planning, coordinating and administering the program in women's sports under the supervision of the Director of Athletics. The successful applicant will be responsible for scheduling, planning and administration of women's sports including coaching of some sports. Salary will be based upon experience and qualifications. A $12,000 minimum has been set.

Marquette University is in Milwaukee, Wisconsin, and has the advantage of the many social and cultural activities found in an urban community.

Marquette University is subject to requirements of Executive Orders 11246 and 11375 and is an Affirmative Action Employer.

All interested persons should submit biographical information that includes an official transcript of higher education, statement of experience and letters of recommendation, to:

Mr. Al McGuire
Director of Athletics
Marquette University
1834 W. Wisconsin Avenue
Milwaukee, Wisconsin 53233

CIRCLE READER SERVICE CARD NO. 76

new products

1. Production tray

A precision-built, non-warp, shatterproof, non-stick vinyl tray is available in a variety of popular sizes to fit storage and handling needs. The square-cornered Tech Tray, which can also serve as a job box, is constructed of an anti-static plastic with each Tray featuring grooved sides so it can be stored also on runners (as a drawer).

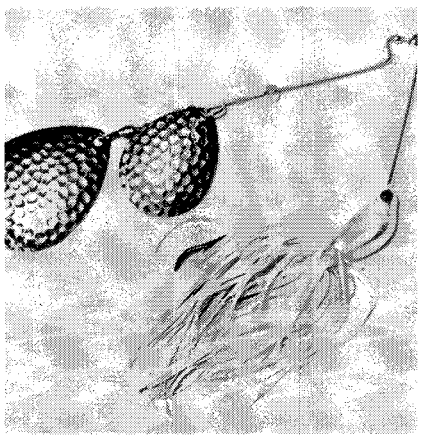
CIRCLE READER SERVICE CARD NO. 45



2. Hippy Spinners addition to bass tackle box

The latest in spinner bait design in a wide variety of colors and sizes has been introduced, resulting in a line of lures that can make any bass buff a better angler.

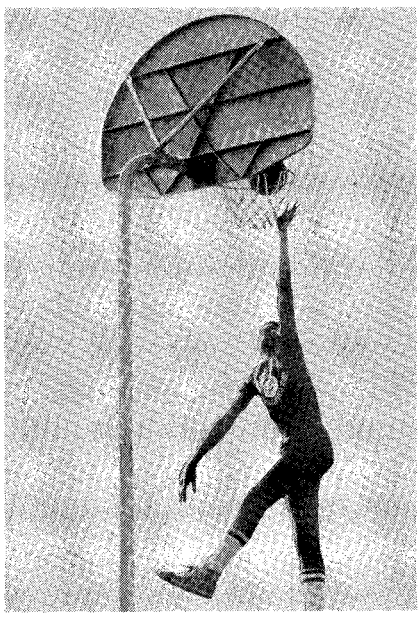
Hippy spinners are available in either single or tandem spinner blade models and it can be gurgled or buzzed across the surface to arouse



shallow water bass; fished subsurface with a straight retrieve or fluttered on the sink into pockets; or hopped or twitched along the bottom to search out deep holding bass.

The spinners are available in a variety of colors and sizes.

CIRCLE READER SERVICE CARD NO. 46



3. Portable basketball aluminum backstop

This sturdy, portable basketball court features a maintenance-free aluminum backboard that is guaranteed for life.

The unit is easily rolled from place-to-place by tipping it onto two rubber tire wheels which extend backward from its concrete-filled steel plate base.

The backstop's one-piece, cast aluminum backboard will not rust, chip or shatter and never needs painting. The backboard is smooth, glare-free and offers a lively rebound surface comparable to pro boards.

CIRCLE READER SERVICE CARD NO. 47

4. 4 new casting rods

These rods are constructed of one-piece blank and feature all new aluminum oxide guides and tip to minimize friction and allow longer casts. The four new models also offer a deluxe positive locking, detachable and self-aligning pistol-grip handles.

CIRCLE READER SERVICE CARD NO. 48

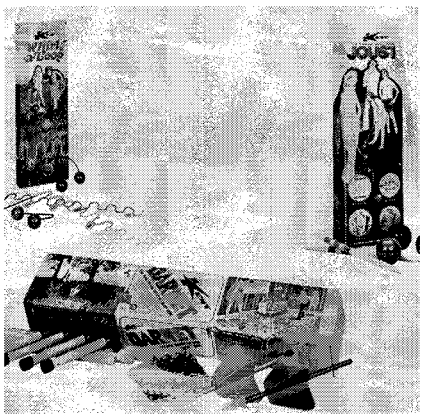
5. Free bulletin has energy-saving tips

"Tips and Things for Beating the Energy Crisis" is a free, informative 8-page bulletin packed with tips for saving energy. It tells how to save on heating and air conditioning in industry. Industry and business benefits from energy conservation include reducing costs, preventing plant shutdowns, keeping businesses competitive and increasing profits.

CIRCLE READER SERVICE CARD NO. 49

6. 3 new lawn games

Three new lawn games have been introduced. **Whirl-A-Loop** sports bright, interesting shapes that promise fun. Two or four players may toss colorful whirlys toward scored loops.



Any number of players can test and perfect throwing skills with **Dar Net.** Bullseye and darts go inside when weather threatens.

Joust evokes skill and strategy as well as fun with its two to eight players. Through superior handling of the "mace" or mallet, the winner conquers opponents' castle and king pins while successfully protecting his own.

CIRCLE READER SERVICE CARD NO. 50

7. New lighting source

A new concept in optoelectronics has been introduced for a medium intensity light source. The lighting system is comprised of a tiny light-emitting capsule enclosed in a flexible plastic jacket.

The individual capsules are placed close together to give the effect of a continuous, colorful flourescent lamp which can be bent, twisted and looped for unusual effects. Having zero voltage, there's no danger of shock in any environment. Its low cost operation, 1/2 watt per foot, is today's answer to some energy and inflation problems.

CIRCLE READER SERVICE CARD NO. 51

8. Powered bike from Holland

The Batavus VA is a delux moped or powered-bicycle type vehicle with a rated speed of 30 mph and a fuel consumption rate of 150 miles per gallon. The foot pedals are used mainly for starting the small motor, for extra acceleration from a standing start and on ultra-steep hills. Twist-grip throttle and brake levels on handlebars permit bicycle-like simplicity of control.

Special features include front and rear shock absorbers, turn signals, illuminated speedometer-odometer, electric horn, high-low sealed beam headlight, extra-bright brake light and heavy-duty double-expanding internal drum brakes on both wheels.

CIRCLE READER SERVICE CARD NO. 52



9. Outdoor canopies and structures

A British-designed range of lightweight parabolic structures, are now available for outdoor activities. The structures are designed to withstand severe adverse weather conditions and to provide easy transportation and erection, low unit-cost and a self-supporting anchorage that does not require foundations.

The structures come in a variety of shapes. For a flexible covering, the sections are cut and sewed in geometric units and are supported by peripheral and transversal high tensile steel cables enclosed in containing sleeves.

The modular structures come in a variety of sizes, too.

CIRCLE READER SERVICE CARD NO. 53



New, Rugged, All-Aluminum Southern PIKNIK Outdoor Tables

• *Tough* extruded aluminum alloy. • *Lasting* decorator colors in polyester baked enamel. • *Proved* durability and low maintenance—same materials used in thousands of stadium seats. (We pioneered aluminum stadium seating.)

Send for FREE COLOR LITERATURE and Specifications

HOWMET CORPORATION
ALUMINUM GROUP
SOUTHERN EXTRUSIONS DIVISION
P.O. Box 40, Magnolia, Arkansas 71753, (501) 234-4260

CIRCLE READER SERVICE CARD NO. 77

Manufacturers • Importers • Distributors

of

TOYS • INDUSTRIAL PREMIUMS • PARTY FAVORS • SPECIALTIES • BINGO EQUIPMENT & SUPPLIES

SHANKER INDUSTRIES INC.

Dave Shanker
1640 SUPERIOR AVENUE
CLEVELAND, OHIO 44114
(216) 241-3817

CIRCLE READER SERVICE CARD NO. 78

Women in Sports

The Female Employee In Industrial Recreation Programs

by **Susan M. Stindle**
Recreation Administrator
S. C. Johnson & Son, Inc.

INDUSTRY is realizing now more than ever that is **pays** to encourage employees to **play!** However, sad to say, the female employee in many companies is just not getting the same recreation opportunities as her male counterpart.

If this is true in your company, you may have sound reasons for the lack of a women's recreation program. On the other hand, so many arguments have and still are being given on this subject that simply hold no truth.

Do any of these statements sound familiar? (1) Athletics is harmful to women; (2) Competitive sports may masculinize a woman's appearance and affect her sexual behavior; (3) Women do not play sports well enough to deserve athletic equality, and (4) Women really are not interested in sports.

As I mentioned, such statements are utterly false, but I will not take the time to cite all reasons why. This article is designed to get you to start thinking about what you **can** and **should** do for your female employees.

First, let me say that recreation at Johnson Wax dates back to 1922 when the "Johnson Mutual Benefit Association" was formed. This employee association, among other things, has the responsibility for our industrial recreation program.

Way back in the 20's our female employees were encouraged to "recreate" in such sports as bowling and softball. Over the years, a few events such as a Women's Christmas party were added.

In the last few years, however, we really started expanding the program. Currently our female employees may engage in basketball, bowling, golf, softball, volleyball, tennis and yoga; there is also the Annual Christmas Party, Women's Club, Fashion Show and Annual Sports Banquet. And, of course, there are many other co-ed or family recreation activities in which they can and do participate.

Now you may be thinking that we can offer our female employees these recreation programs because of the size of our company. However, this is not necessarily a determining factor and should not prevent you from setting up similar programs even if on a smaller scale.

There are about 500 women employed at Johnson Wax Headquarters in Racine; taking into account those who, because of age or



Susan Stindle, Recreation Administrator, presents a "Most Congenial Player" trophy to Golf League President at the company's sports banquet. Susan participates in basketball, bowling, golf, volleyball, softball and tennis.

medical reasons, cannot participate in active sports that 500 decreases considerably. Yet more than 100 women played in our intramural softball league last summer.

If your female employees do not already have the need and desire for their **own** recreation programs — which I am willing to bet they do — then it is your duty as a recreation professional to implement it. And once you start, I think you will be pleasantly surprised.

If you still think your company is too small, you might consider allowing the wives of your employees also to participate. We invite them to participate in basketball, softball, volleyball and indoor tennis. Sometimes the wives will form their own team and other times a team will be made up of both employees and wives. The ratio of participants is still 60-75 percent employees. In fact, the wives started getting so enthusiastic about our recreation programs that we set up a separate bowling league especially for them. This suggestion is good from another standpoint because it makes the entire family feel a part of the Company and consequently the employee becomes a better and more dedicated worker.



Basketball league in action.



Women at Johnson Wax participate on a regular basis in the volleyball leagues.



At the Annual Women's Sports Banquet, more than 200 were in attendance representing basketball, softball, tennis and volleyball. Here William K. Eastham, President of Johnson Wax, presents trophies to the championship teams. Separate sports banquets are held for bowling and golf.

If at First You Don't Succeed

IF at first you don't succeed, please try again. Naturally not all recreation programs are successful and for a variety of reasons. In the area of women's recreation this is even more true because the American woman, until recently, has been discouraged rather than encouraged in sports.

Case in point: A few years ago we had what we called "Women's Activity Night". This program consisted of general recreation at one of the local schools on a drop-in basis. Before long attendance started to sag, so much so that we decided to drop the program. When this fact was announced, there were several unhappy cries. Since volleyball seemed to be the highlight of the program, our women were told if they could get enough players together to form a league we would do everything we could to get it off the ground. Well, only about a dozen women had been participating in the program and it seemed an impossibility to think a league could ever be formed. Don't be surprised. Would you believe those dozen women managed to form **seven** volleyball teams in just two weeks! The idea of competition was new and exciting to them. The league was quite successful and the following year those seven teams increased to 12. This was the begin-

ning of a whole new world for our female employees.

Once our women got into the swing of intramural competition, the rest was easy. Within a year we formed leagues in basketball and softball. And now tennis is the big sport with both an indoor program and an outdoor league including singles' and doubles' competition.

Instruction — a necessity

A key area I would like to mention is instruction. The average female employee in today's work force has not received extensive instruction in sports. When she attended school, this was not considered an important part of her development. Her role was to be wife and mother, not woman athlete. Therefore, before attempting to set up competition in a given sport we advise you to offer instructional classes in that area beforehand. Every year we offer six-week lessons to all employees in golf, tennis and skiing. We also have conducted clinics in softball, basketball, and volleyball.

Involve Women in the Planning

WHETHER you already have a women's recreation program or are thinking of starting one, be sure to get your female employees involved in the planning. This is a most effective tool in understanding what their recreation needs are and how to best meet them. If you, as the professional, choose to make all the decisions and do all the developing yourself, then you cannot be sure if you are on the right track. Sometimes even on the right track you will get run over, but on the wrong track such programs are bound to fail.

We work with committees quite extensively, one of which is the Women's Activities Committee. Comprised of a Chairwoman and persons representing each women's activity we have, the members serve staggered two-year terms. Some of their duties include being reasonably knowledgeable about the activity they represent; acting as troubleshooters; conducting evaluations (either written or verbal), and preparing program budgets.

Most of the women on this committee do *not* work in a supervisory capacity so this is an additional recreation benefit. Suddenly their role is reversed and they are in a "management" position. Among other things they are given the opportunity to develop leadership, make decisions, solve problems and broaden their perspective. The rewards of getting employees — male or female — involved like this simply cannot be measured.

You will also find that women "recreating" together are different than men "recreating" together and you will have some new experiences. The female will have a tendency to be more concerned about her looks — even the color of her team jersey will be important. She will also be more sensitive, mainly because sports competition is new to her and losing a close ball game is a new lesson in life.

On the other hand, you will never see such enthusiasm or dedication. I know of one employee who jogged every day for weeks (in the winter) just so that she could be in shape for basketball. Then there is the gal who, after completing her first season of softball and not being satisfied with her skills, practiced all winter long in her home — you should have seen her play ball the next season. It was a 100 percent improvement.

And, there are innumerable similar examples I could cite. You have to see it to believe it, and it's wonderful.

The theme of the 1973 NIRA Conference was "Recreation is More Than a Fringe Benefit" and what other company benefit provides: challenge, self-satisfaction, self-discovery, develops leadership, gives a feeling of belonging, achievement, mental and physical development and relief of tension, develops new skills and establishes peer group relationships?

It has been long enough that the female employee has taken a backseat in industrial recreation so come on and start taking a good hard look at this aspect of **your** program. Don't you think women deserve this opportunity? □

Oops, we goofed

There was a slight mistake in the recently issued golf brochure listing 1974 winners. Region III and IV Division B winners were inadvertently omitted. They are: Quasar No. 1, Franklin Park, Ill.; Motorola No. 1, Schaumburg, Ill., and Ross Gear, Division of TRW, Lafayette, Ind.

We won

As **RM** was going to press, it was learned the Civil Aeronautics Board had issued a statement that it will not terminate the sale of affinity charters any time in 1975. A copy of the full statement is available from NIRA headquarters.

ad index

All American Scoreboard ..... **Cover II**
Beach Club **17**
Benrus Corp. **3**
Champion Products **5**
Classified **35**
Del Webb **31**
Eastern Steamship **6**
Forest Trails **13**
Golf for Millions **23**
Hacienda Hotel. **6**
Hawaiian Holidays **29**
Hillerich & Bradsby **4**
Holiday Inns. ..... **Cover III**
Howard Co. Md. **7**
Howmet Corp. **37**
ISSA Hotels (Runaway Bay Hotel, Tower Isle) **22**
MacLevy Products (Classified) **35**
Mark 10 ..... **20**
Marquette University (Classified) **35**
Professional Services **35**
Ramada Inns **2**
Shanker Industries **37**
Sheraton-Kingston Hotel **19**
Technicolor ..... **Cover IV**
Travel Impressions **27**

Companies that work and play together stay together



at Holiday Inn Resorts

For detailed information on our Group Package programs, just call our Group Specialists: Atlanta (404) 451-7105, Boston (617) 742-7630, Oak Brook, Ill. (312) 325-1225, Dallas (214) 744-1578, Hollywood, Calif. (213) 469-2274, New York (212) 868-1080, Yeadon, Pa. (215) 622-0286, Southfield, Mich. (313) 355-1062, Toronto, Canada (416) 360-1980, Arlington, Va. (703) 527-3384, Memphis, Tenn. (901) 362-4921, Miami, Fla. (305) 531-3471.

Holiday Inn®

Bermuda **Freeport** **Paradise Island** **Jamaica** **Aruba** **Curacao**

CIRCLE READER SERVICE CARD NO. 79

The fun days are fast approaching and it's time once again to plan those leisure time activities that bring people together. Since play and recreation are such basic parts of our lives, it's important that these moments are captured on film.

With our new Full-Service system, your members take part in a convenient mail order film processing club. There is no investment on your part and club members send no money with their orders. At the end of the month, Technicolor will send each member a bill for the services they used.

If your organization qualifies for the program, you can receive a commission on total sales. Or, you might like to pass it on to your members and have them receive a discount on all purchases. It's up to you, and whichever way it's divided, it becomes an extra benefit for everyone involved with no effort at all.

Write for more information to Technicolor, Inc., Consumer Photoprocessing Division, 3015 Winona Avenue, Burbank, California 91504. Make this year's leisure time activities profitable from every standpoint by letting us help.

Technicolor®



CIRCLE READER SERVICE C

April 1975

recreation management

IN THIS ISSUE: Pratt & Whitney Company Store . . .
How to Cut Recreation Costs . . . Self Programmed
Control [illegible] Re
Company New
Duties . . . Sho
Your Office



t's in store? See cover story page 36.
ecial Employee Services Issue

1975 GOLF FOR MILLIONS

ONE MILLION DOLLARS

FOR AMATEUR GOLFERS, PLAYING AT HANDICAP

NEARLY A HALF MILLION DOLLARS ★ IN FOUR ELIMINATION ROUNDS ★

MORE THAN A HALF MILLION DOLLARS ★ IN TOURNAMENT PRIZES ★

START

START AT A NEARBY COURSE, COMPUTER MATCHED INTO A FOURSOME PLAYING AT YOUR REGISTERED HANDICAP.

BEAT

Beat just three golfers, and advance to the second round. Win the second round, and receive a gift certificate for $30, good for anything at a local Pro Shop.

WIN

Win the third round (beat 3 golfers), and receive another gift certificate for $60.

144 WINNERS OF THE FOURTH ROUND WILL PLAY IN THE 36-HOLE GOLF FOR MILLIONS℠ CLASSIC IN DECEMBER.

APPEAR ON NATIONAL TV

in the 1975 Golf for Millions TV Spectacular

FLY FREE TO FABULOUS LAS VEGAS

Air fare paid for by Golf For Millions℠

STAY FREE AT CIRCUS CIRCUS

Hotel/Casino/Spa - on the Las Vegas Strip





WIN

Win the fourth and final elimination round (beat 3 more golfers) and receive another gift certificate for $100.

PLAY FOR PRIZES BIGGER THAN ANY PRO TOURNAMENT

1st Prize	$100,000 CASH
2nd Prize	75,000 CASH
3rd Prize	50,000 CASH

Minimum cash prize - $1000

ENTER WITH RECREATION DIRECTORS

BONUS!
Rebate certificates good for nationally advertised products at your local Pro Shop.

NIRA

©1975 Golf For Millions

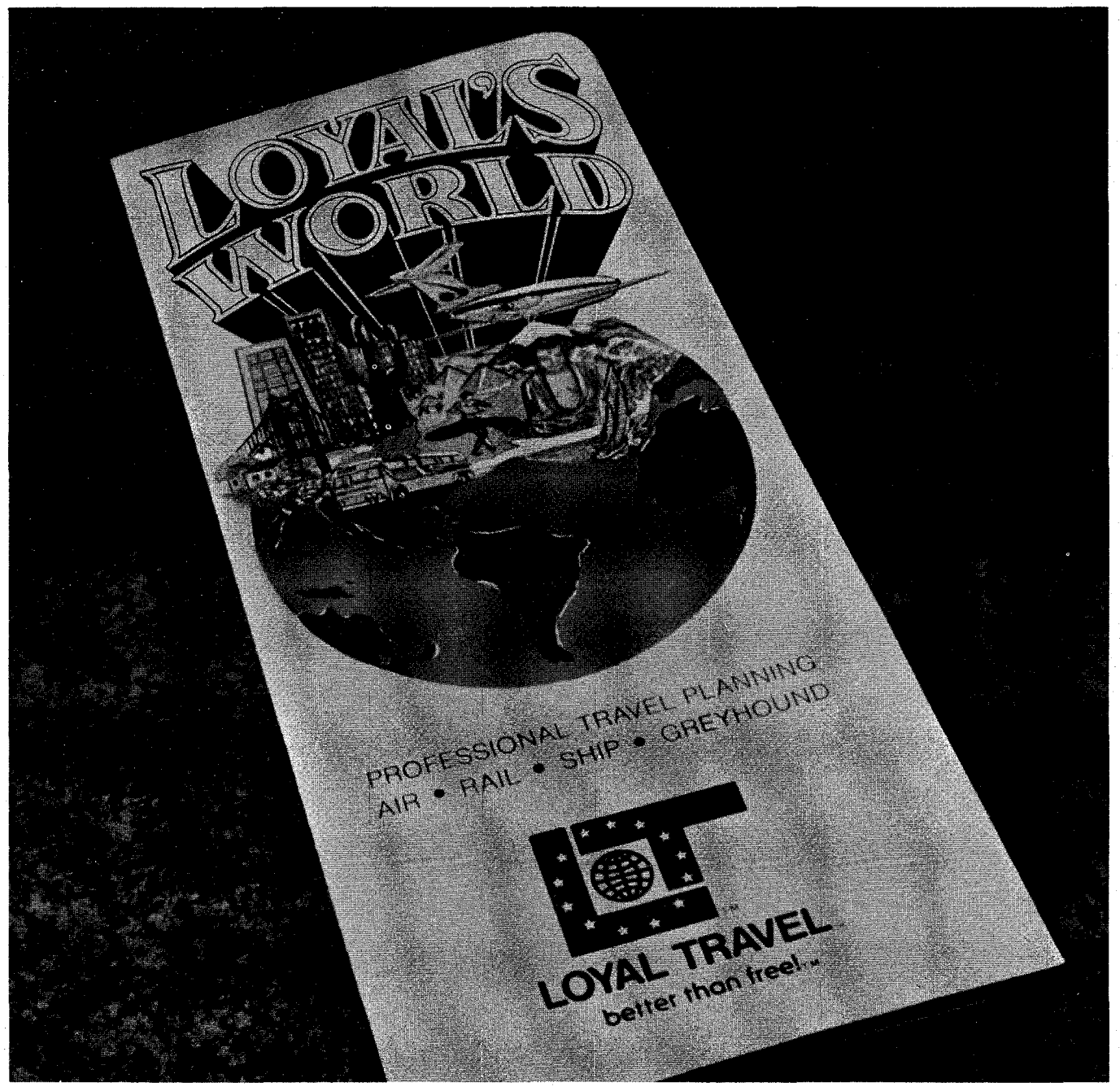
GOLF FOR MILLIONS℠

9000 SUNSET BOULEVARD • HOLLYWOOD, CALIFORNIA 90069

PHONE (213) 550-1386

Eligibility: Amateur male golfers, 18 years of age or older, with a handicap registered with any USGA recognized club or ass'n. Prize examples are based on 100,000 participants; actual cash and prizes will be determined by the number of participants, and as determined by the Executive Committee of GOLF FOR MILLIONS, Inc. Entry closes May 31, 1975.

CIRCLE READER SERVICE CARD NO. 10



Introducing a new, no-overhead recreation travel department to make your job easier.

We're Loyal Travel. One of the largest travel agency organizations in the U.S. And we offer one-stop service for all your travel needs.

Be it a recreation program, a package tour for your people, or a one day bus charter, whatever—we'll take care of everything, down to the last detail. And it won't cost you a red cent.

If that isn't enough, we can help you better than any other travel source.

Better because all our people are experts in group tour and charter travel.

Better because we have a network of 45 offices, strategically located, all over the country.

Better because we have appointments from all major transportation and travel conferences, nationally and internationally.

Better because we're young, fresh, eager, anxious to please, and free. (When you add all those together, it even makes us better than free.)

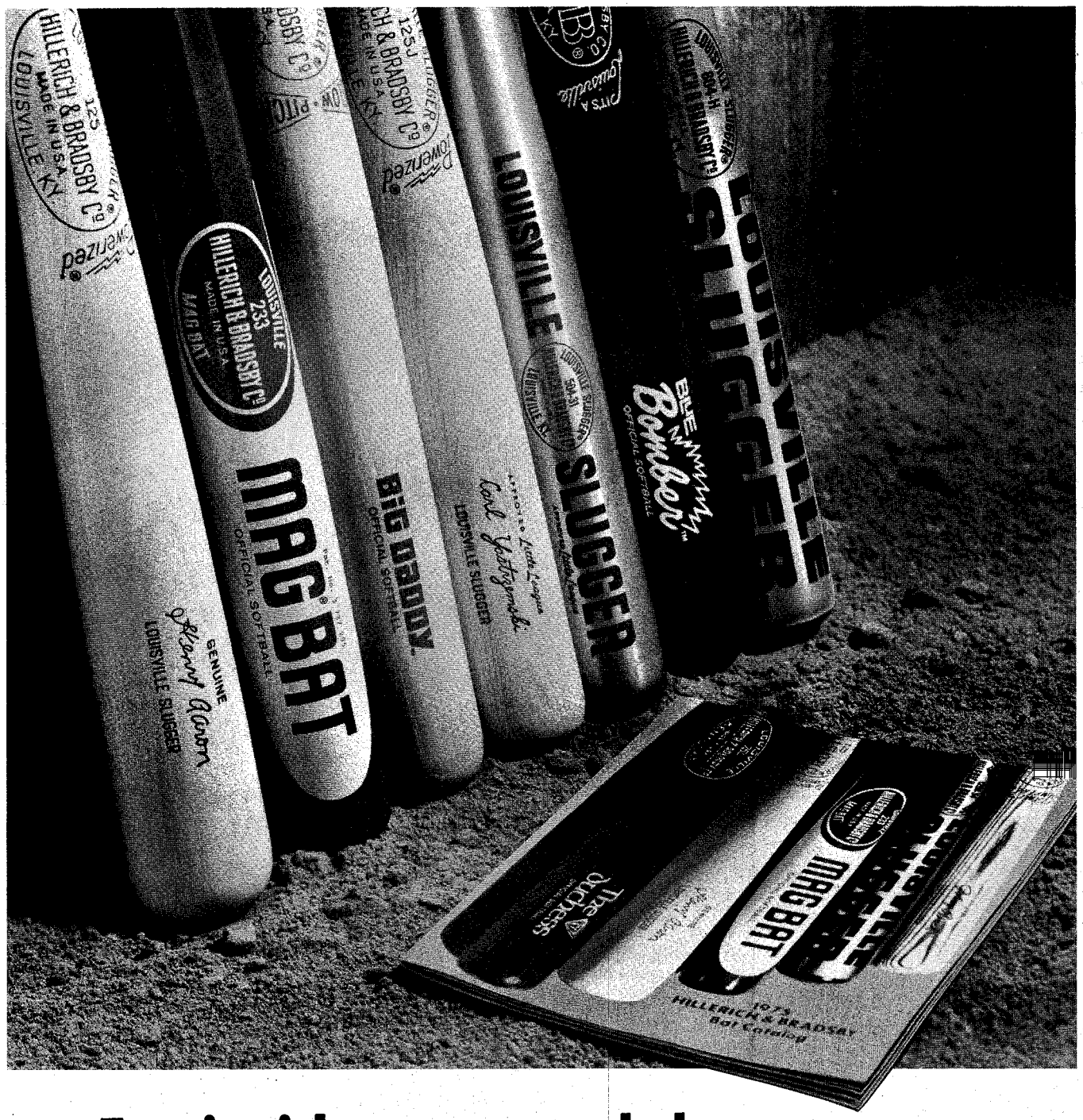
So next time you're planning group travel, look for your nearby Loyal office in the Yellow Pages. We are under Travel Agencies and Bureaus.

The only cost you'll incur is the cost of the call.

LOYAL TRAVEL™

BETTER THAN FREE.™

CIRCLE READER SERVICE CARD NO. 11



For inside your park home runs.

You can't miss with H&B.

Our youth league bats are branded with the biggest names in baseball—Hank Aaron, Johnny Bench and Pete Rose—just to name a few.

Softball bats come in all sorts of colors and shapes, branded with names like "Dynamite" or "Big Daddy."

And if you like metal, we've got the aluminum Louisville Slugger® and the space-age magnesium bat—The Mag® Bat. Both are as durable as they are exciting.

You can see the complete selection in our free full-color bat catalog. It's yours for the asking.

Hillerich & Bradsby Co.

The hardest hitting name in sports.

LOUISVILLE, KENTUCKY

CIRCLE READER SERVICE CARD NO. 12

Announcing a new, friendly, inexpensive place in the sun.

Loews Dominicana.

One of the most fabulous hotels you never stayed at. Where the rates are among the lowest in the Caribbean. And the people are some of the friendliest you ever smiled at. Loews Dominicana. Set like a jewel on a magnificent tropical island.

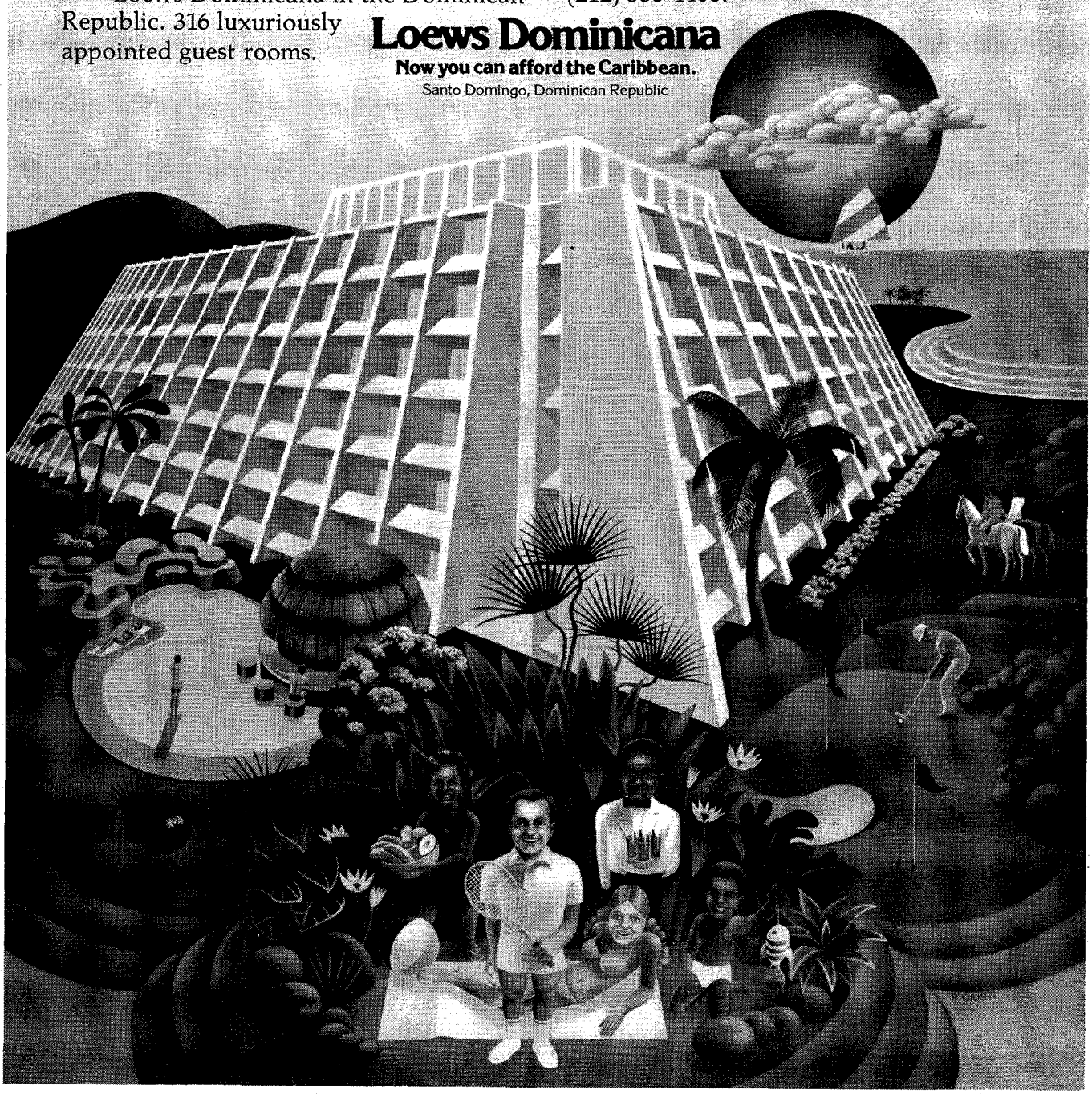
Loews Dominicana in the Dominican Republic. 316 luxuriously appointed guest rooms. 8 tennis courts. 7 superbly equipped meeting rooms at our convention center. Ready for you December 1975.

For a brochure and group rates call or write Terry Rufer, VP Sales, Loews Hotels, 666 5th Avenue, New York, N.Y. 10019. (212) 586-4400.

Loews Dominicana

Now you can afford the Caribbean.

Santo Domingo, Dominican Republic



CIRCLE READER SERVICE CARD NO. 13

NIRA INFORMATION

Purpose

The National Industrial Recreation Association assists in developing employee recreation as a benefit to business, industry, organizations, units of government and the community. It promotes the concept of industrial recreation as a means of improving relations between the employees themselves and between employees and management, and strives to upgrade the caliber of its members' recreation programs, to form new programs and to keep members abreast of all developments in the field.

Services and Activities

RECREATION MANAGEMENT — Published 10 times a year. A stimulating, useful, how-to-do-it professional journal. Contains new ideas, new concepts, new ways to make industrial recreation programs more successful.

Program Manuals and Information Center — Manuals prepared for members by NIRA staff present practical step-by-step procedures for developing special activities to fit within a company's recreation program.

Periodicals — In addition to Recreation Management, published are two newsletters; the Keynotes, a monthly publication, and the Informer, articles for the Certified Industrial Recreation Administrator.

Consultation Service — NIRA Advisory Committee and staff plus past Presidents of NIRA and Association members are available for consultation or speaking engagements.

National and Regional Contests — Eight are conducted annually to stimulate participation in employee programs. The amateur events are mostly postal and can be conducted at the member location or near-by.

Membership Directory — A listing of recreation directors, personnel managers, Associate Members and NIRA's "Who's Who" in Certified Administrators in Industrial Recreation. Published annually and includes telephone numbers and addresses.

Free Clerical Services — Provided by NIRA for intra-membership communication.

Awards — Given annually for outstanding member leadership and achievement in areas of recreation administration and programming; for outstanding overall programs and for specific activities. NIRA also presents special top management honors.

Conferences & Workshops — A National and one Regional Annual Conference and Exhibit are open to all NIRA members where educational sessions and seminars are conducted. Regional workshops are also conducted for educational purposes near a member's location.

Certification Program — NIRA certifies industrial recreation administrators after they successfully complete the Certified Industrial Recreation Administrator requirements. This includes induction into the "Who's Who In Industrial Recreation" records.

Merchandise Discounts — Many consumer products and services are available to members and their employees at substantial savings as high as 60 percent off retail price, primarily from Associate Members, Exhibitors and Advertisers.

Employment Services — Special assistance offered members in finding jobs and to organizations in finding personnel. Recruiting and Search Service offers search screening and referral of candidates for recreational positions.

Intern program. Upper Level and graduate students with recreation majors are referred by headquarters to conduct and/or assist with your program development on a full or parttime basis. All students are approved by NIRA. There is no charge for the service.

Research Foundation, Reports — NIRA and the Educational Foundation develop and collect information on the latest trends, methods and techniques of employee recreation and report findings to members. Surveys conducted by NIRA and NIRREF cover all phases of employee recreational activities. The studies enable our members to evaluate their programs and to keep informed of trends.

Types of Membership

Organization — Available to business, industry and governmental organizations or the employee recreation associations and their employees who are interested in the development and maintenance of employee recreation facilities and/or programs.

Associate — Available to companies, trade associations and other organizations which operate nationally and are interested in distributing programs and services to employee recreation programs.

Industrial Recreation Council — Open to areas having organized councils or associations comprised of business, industry or government.

Allied — Available to NIRA Organization Member's recreation program, Elected Officers, Board Members and to Recreation program Coordinators or volunteers at branch locations of NIRA members.

Individual — Available to individuals interested in Association activities and objectives who are not connected with a business, industry or governmental organization or an employee association.

College/University — Available to institutions interested in Employee Recreation and by virtue of membership shall entitle students enrolled in their school to receive a reduced student membership fee.

Student — Available to students majoring or minoring in recreation or allied fields at a college or university where such training is offered. □

professional services directory

CIRCLE READER SERVICE CARD NO. 14

Kotz Schneider

LAND AND RECREATION PLANNING AND DESIGN

307 SOUTH TOWNSEND STREET SYRACUSE, NEW YORK 13202 315-475-4157

recreational planning · programming · design · consultation

Hugh G. Goldsmith & Associates, Inc.

CIRCLE READER SERVICE CARD NO. 15

dlh DEHART, LANDS & HALL

planning / analysis group

512 LYON BUILDING SEATTLE WA. 98104 (206)622-1080 631 LYON BUILDING SEATTLE WA. 98104 (206)682-1925

environmental graphics

CIRCLE READER SERVICE CARD NO. 16

MARKS, SIGNINGS AND VISUAL COMPLEMENTS FOR RECREATIONAL FACILITIES

A. Blankenburg Associates/Graphic Design • 4332 Transworld Rd. • Schiller Park, Ill. 60176 • 312/671-1520

tpa

CIRCLE READER SERVICE CARD NO. 17

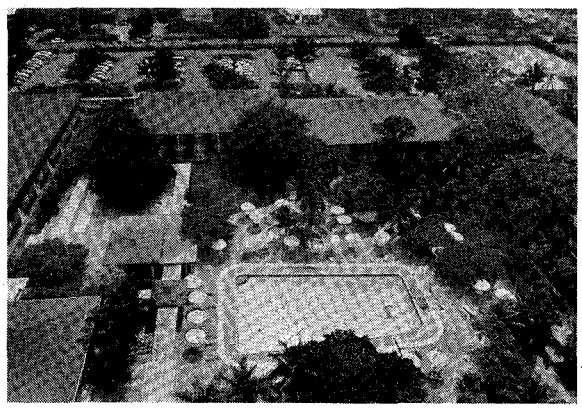
Planning | Design | Engineering | Feasibility Studies

State, Regional and Community Parks and Recreation Facilities

Technical Planning Associates
100 Broadway, North Haven, Connecticut 06473 Tel. (203) 239-5671

'Sheraton Makes It Happen' In Calypso Country

JAMAICA



... Especially with your groups. A complete resort facility with 400 guest rooms, each with a private balcony for relaxing or dining. Tropical swimming pool, tennis courts, nearby golf course, and minutes from shopping and sight-seeing, all await your group. Visit the nearby Devon House, Kings Palace, the famous straw market or Capt. Henry Morgan's fortress of the Caribbean. Dance all night to the sounds of the island in our Jonkanoo Lounge while you enjoy complimentary music and the best floor show on the island.

Let Sheraton "Make it Happen" for your group. Write our Director of Sales, or contact your nearest Sheraton Regional Sales Office. Or call 800-325-3535.

Sheraton-Kingston Hotel

P.O. Box 83
Kingston, Jamaica, West Indies

CIRCLE READER SERVICE CARD NO. 18

EXECUTIVE DIRECTOR
MICHAEL A. FRYER

PRESIDENT
MILES M. CARTER, CIRA
McLean Trucking Company
Winston-Salem, North Carolina

PRESIDENT-ELECT
WILLIAM B. DeCARLO, CIRA
Xerox Corporation
Rochester, New York

VICE-PRESIDENTS
HOWARD D. BUNCH
First National Bank of Denver
Denver, Colorado
MELVIN C. BYERS, CIRA
Owens-Illinois, Incorporated
Toledo, Ohio
ARTHUR L. CONRAD, CIRA
Flick-Reedy Corporation
Bensenville, Illinois
FRITZ J. MERRELL, CIRA
Olin Corporation
Pisgah Forest, North Carolina
RICHARD H. WILSMAN, CIRA
S. C. Johnson & Son, Incorporated
Racine, Wisconsin

IMMEDIATE PAST PRESIDENT
EDWARD M. BRUNO, CIRA
3M Company
St. Paul, Minnesota

TREASURER
JOHN W. MEYER, CIRA
Motorola, Incorporated
Schaumburg, Illinois

DIRECTORS
SR. JOSE EMILIO AMORES
Prevision Social Grupo Industrial
Monterrey, N.L., Mexico
MARK ARMSTRONG
Xerox Corporation
Dallas, Texas
RICHARD BROWN
Texas Instruments, Incorporated
Dallas, Texas
ELIZABETH BURCHARD
Northwestern Bell Telephone Compan
Omaha, Nebraska
KIRT T. COMPTON
Eastman Kodak Company
Rochester, New York
VON CONTERNO
Pratt & Whitney Aircraft Club
East Hartford, Connecticut
JOE CORRIGAN
Danly Machine Corporation
Chicago, Illinois
GEORGE K. GRIGOR, CIRA
Kodak Canada, Limited
Toronto, Ontario, Canada
REYNOLDS JOHNSTON
Monsanto Company
Pensacola, Florida
JOHN LESLIE, CIRA
3M Company
St. Paul, Minnesota
ROY L. McCLURE, CIRA
Lockheed-Georgia Company
Marietta, Georgia
RAY MENDOZA, CIRA
Convair Recreation Association
San Diego, California
NICK M. MIKETINAC
Charmin Paper Products
Green Bay, Wisconsin
EUGENE MILLER, CIRA
Michigan Bell Telephone Company
Detroit, Michigan
GEORGE MULLEN
Frigidaire Employees Recreation Association
Dayton, Ohio
CHARLES J. PLACEK, JR.
Motorola, Incorporated
Scottsdale, Arizona
AL W. PORTER, CIRA
Raytheon Company
Andover, Massachusetts
JOSEPH R. SCALZO, CIRA
Sun Oil Company
Toledo, Ohio
JOSEPH C. SCHRANCK, CIRA
E. I. du Pont de Nemours & Company
Wilmington, Delaware
DAVE SHANKER
Shanker Industries, Incorporated
Cleveland, Ohio
STEPHEN D. WALTZ, CIRA
Cummins Engine Company
Columbus, Indiana

recreation management

Volume 18, Number 3

contents

12 Should Industry Sponsor Day Care Centers?
by Henry Deihl

14 The Drive to Make a Drive Work
by Gene Miller

16 Guide to Cutting Recreation Costs

18 Self Programmed Control Implemented at Rockwell International
by Dr. Alfred A. Barrios

36 Cover Story: What's in Store?
by Von Conterno & Rich Dowdall

38 The Company Newspaper — How to Make it 'Write'
by John Bowman

39 The Quest to Find Best Professional to Edit, Design, Print Company Publication
by Sandra Patterson

52 Your Office is Talking About You
by Drs. Paul Preston & Thomas Zimmerer

departments

4 NIRA Information
8 NIRA News
10 Names in the News
11 Associate Profiles
13 News in Brief
42 Travel Talk
43 Constructive Comments
44 Travel Spotlight on Spain
46 NIRA Information Center
50 Washington Scene
51 Good Things to Read
54 New Products
56 Ad Index

PUBLISHER
Michael A. Fryer

EDITOR
Margaret Crane

PUBLICATIONS
ADVISORY BOARD

Arthur L. Conrad (chairman)
Vice President,
Public Relations
Flick-Reedy Corp.
Bensenville, Ill.

Melvin C. Byers
Corporate Coordinator of
Personnel Activities
Owens-Illinois, Inc.
Toledo, Ohio

Robert L. Barbour
Editor-President
PR Publishing Co., Inc.
Meriden, N.H.

Arthur W. Blankenburg
A. Blankenburg Associates
Graphic Design
Schiller Park, Ill.

Michael P. Dineen
Publisher
Country Beautiful Corp.
Waukesha, Wisc.

John McGehee
Director of Public Relations
Kiwanis International
Chicago, Ill.

James D. Hessman
News Editor
Seapower Magazine
Washington, D.C.

Tom Reid
Director of Public Affairs
Illinois Manufacturers Association
Chicago, Ill.

Published monthly, except combined issues in December-January and May-June, by the National Industrial Recreation Association, 20 N. Wacker Drive, Chicago 60606. (312) 346-7575. Sixty days notice in writing with old and new zip codes is required for uninterrupted service in the case of address changes. Subscription rates are $5 annually or 50¢ per issue. Views expressed by contributors do not necessarily reflect the opinion of the association.
Application to mail at controlled circulation pending at New Richmond, Wisconsin 54017. POSTMASTER: send form 3579 to 20 N. Wacker Drive, Chicago 60606.

- **Low prices**—as low as $18,500, plus tires.
- **Excellent financing**—thru Greyhound.
- **Volume discounts.**
- **Variety of models** and capacities.
  All with air-conditioning, lavatory, air-suspension ride, reclining seats.

AVAILABLE AGAIN! CALL NOW!

FOR FURTHER INFORMATION

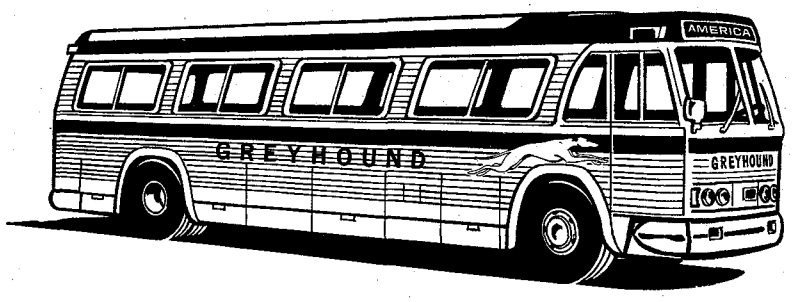
CALL TOLL FREE:*

(800) 528-6020

ASK FOR MR. ROGER PYLE

(*From anywhere in the U.S. except Arizona, Alaska, Hawaii. Arizona residents call collect (602) 248-5027. Or write Mr. Pyle at Greyhound Lines, Inc., Greyhound Tower, Phoenix, Arizona 85077.)

buy a GREYHOUND



for group travel

(More bus for your money)

nira news

Staff changes announced at NIRA headquarters

To facilitate the program adjustments mandated by the Board of the National Industrial Recreation Association, the following organizational changes have been implemented.

The reorganization is designed to reduce duplication of staff responsibilities, and will give each staff member more flexibility in focusing his or her efforts on specific needs.

Changes now in effect are:



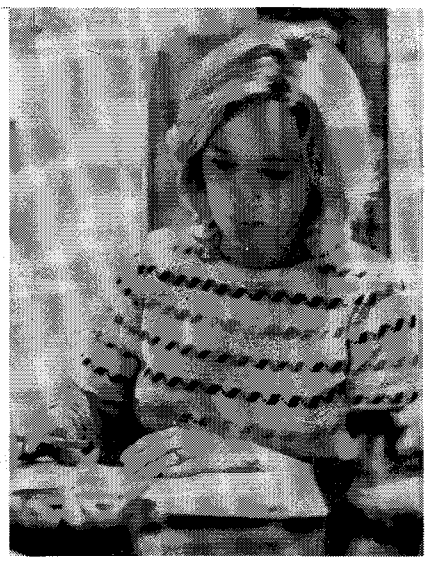
Michael A. Fryer, Executive Director, will be responsible over the next several months primarily for the sales of advertising for Recreation Management and of Convention exhibit booths in efforts to get NIRA back financially on its feet. This change was implemented on a temporary basis until such time as NIRA can hire the right Advertising Sales Director for the job.

As NIRA's Executive Director, Fryer has overall responsibility for the management and operation of NIRA, especially in the area of financial affairs, and directs operation of NIRA'S Annual Conference. Part of his responsibilities entail serving as a member of the Board of Directors and on the Executive Committee as well as staff liaison to other key committees. He also serves as publisher of **Recreation Management Magazine,** and is involved, from time-to-time, in presenting talks and papers on NIRA before various groups.



To help him handle administrative duties, **Patrick B. Stinson** has been named Assistant Executive Director. Pat will also continue to serve as Director of Membership Promotion and Services. In this capacity, he has the task of promoting and securing new members and to provide the services NIRA offers to its members. In the absence of the Executive Director, he manages the daily affairs of the Association. In addition, he directs and promotes the Association through direct mail pieces and handles all membership inquires to the Association.

Jan Schroeder, formerly Executive Secretary to Mike Fryer and secretary to all NIRA staff members, has been promoted to NIRA Administrative Assistant. In this function, she is in



essence a travel manager, responsible for coordinating all NIRA operations, making sure they are completed on time, mailed properly, and are sent to the right place. She will also coordinate all of Pat's membership promotions and services once he has initiated a project and she will handle and process all advertising orders from the client to the printer for the magazine once Fryer has made an initial sale.



Margaret Crane, Editor of Recreation Management, will maintain her

former responsibilities which include all aspects of magazine planning editing, design and production working with typesetters, artists and printers. She handles some public relations activities as well and serves as staff liaison to the Magazine Publications Advisory Committee.

Chris Maj, NIRA Secretary, provides secretarial services to the entire NIRA staff. She handles billing, correspondence, membership records and renewals, resume files, financial record keeping and member registration for the NIRA Conference as well as typing of all conference publicity.

This page of pictures and descriptions of staff and services is designed to acquaint you with who does what at NIRA headquarters. If you have a problem or questions that NIRA may help you with, just call (312) 346-7575 or write NIRA at 20 N. Wacker Dr., Suite 2020, Chicago, Ill. 60606.

Flick-Reedy initiates swim, trim program

Anne Peterson, Flick-Reedy Swimming Instructor, has initiated for F-R employees a unique swim and trim program for the ladies of the first and evening office shifts. To date, the program has met with excellent success.

Safety is of paramount importance in the program, Anne reports, and she has drafted a list of safety precautions.

For information about this, contact Anne at Flick-Reedy Corporation, Bensenville, Ill.

Goodyear Hunting, Fishing Club show

Chuck Bloedorn, Director of Recreation, Goodyear Tire & Rubber Company, Akron, reports that his company held its 37th Annual Sportsman's Show sponsored by the Goodyear Hunting and Fishing Club. There were more than 85 exhibits on various products in the Hunting and Fishing category.

Nominations Open for NIRA offices

Nominations are now open for officers and directors of NIRA for 1975-76 and 1975-77.

NIRA members are urged to send the names of suggested nominees to Chairman of the Nominating Committee, Ed Bruno, 3M Club, Tartan Park, Lake Elmo, Minn. 55042.

There are openings for these offices: President-Elect; Vice President of Membership, a newly created office passed at the Board meeting and set up for referendum vote; Vice President of Regional Management, and Vice President of Tournaments and Services.

In order to be a candidate for the aforementioned offices, you must have been on the Board within the last four years, according to the NIRA bylaws.

Those eligible to run are:

Sr. Jose Emilio Amores, Prevision Social Groupo Industrial; Mark Armstrong, Xerox Corp.; Richard Brown, Texas Instruments Inc.; Elizabeth Burchard, Northwestern Bell Telephone; Mel Byers, Owens-Illinois Inc.; Kirt Compton, Eastman Kodak Co.; Von Conterno, Pratt Whitney Aircraft Club; Joe Corrigan, Danly Machine Corp.

Jack Frain, McDonnell Douglas; George Grigor, Kodak Canada Ltd.; Howard Honaker, Faultless Rubber; Reynolds Johnston, Monsanto Co.; Mary Kennelly, American Telephone & Telegraph Co.; John Leslie, 3M Company; Lawrence Luedke, Wisconsin Gas; Roy McClure, Lockheed, Georgia Co.

Hubert McGee - Martin Marietta; Ray Mendoza, Convair Recreation Assn.; Fritz Merrell, Olin Corp.; Nick Miketinac, Charmin Paper Prods.; Eugene Miller, Michigan Bell Telephone Co.; George Mullen, Frigidaire Employees Recreation Assoc.; Ed Meith, Eli Lilly; Charles Placek, Motorola, Inc.

Joseph Schranck, E. I. du Pont de Nemours & Co.; James Tolbert, Texas Electric; Stephen Waltz, Cummins Engine Co.; Ken Wattenberger, Lockheed-Burbank; Andy Zadany, Corning Glass Works.

MAI K Oltp.

lets you give them superb travel at new low prices.

Check out these great land-package rates:

Las Vegas
(3 days, 2 nights) . . . from $41.00*

Disney World
(3 days, 2 nights) . . . from $43.00*

Hawaii
(8 days, 7 nights) . . . from $219.00*

(*per person, double occupancy)

Send for complete details on these or other destinations — including lowest available air-fare rates or call (312) 440-1990

MARKIO LTD.
919 No. Michigan Avenue
Chicago, Illinois 60611

CIRCLE READER SERVICE CARD NO. 19

FORT LAUDERDALE, FLORIDA

THE beach club HOTEL



Special Industrial Rates

Catering to individual, couple and family vacationers.

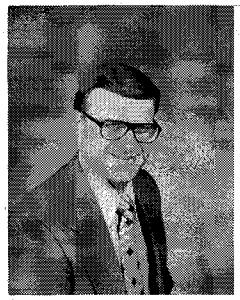
Please write for information.

Jack Lindeman
3100 North Ocean Boulevard
Ft. Lauderdale, Florida 33308
Area Code 305 - 564-8502

Our Own Private Beach

CIRCLE READER SERVICE CARD NO. 20

names in the news



Chuck Placek, Jr. has been named National Manager, Recreation and Employee Sales for Motorola, Inc. in Phoenix. **Bill Bruce** has succeeded Placek as Corporate Area Director, Recreation and Employee Sales.

A native Chicagoan, Placek attended Wright Junior College, Chicago, and completed his undergraduate work at Arizona State University.

He began work with Motorola in Chicago, was transferred to the Phoenix area in 1958. He gained extensive engineering experience before he was asked to be first Recreation Director of Motorola in the Phoenix area in 1962.

Placek initiated the broad program in Recreation now in use at Motorola and was also instrumental in setting up the Industrial Recreation Council of Greater Phoenix. He is one of the founders of the IRC, a charter member and a Past President.

In 1964 he was named to the NIRA Board as Representative of Region 7 and has held various offices as Chairman and many positions in Region 7, mainly as Chairman of Exhibits and Conference Program Chairman and just recently, National Golf and Tennis Director for NIRA. In 1968, he was a NIRA Vice President.



Bruce served as a YMCA Physical Director, and has been involved in organization and administration of YMCA Membership and Capital Fund Campaigns as an employee of the YMCA. From 1968-71, he was recipient of the Scottsdale YMCA Trophy Award for top dollar producer in the membership drive. He holds an M.A. degree in education with specilization in physical education from Arizona State College.

Pat Stinson, Director of Membership Promotion & Services, recently became engaged to Lisa Herbst. The couple will be married May '76. Congratulations are in order.

Congratulations are also in order to **Mike Fryer,** NIRA Executive Director, who recently received a second master's degree, this one in business administration from Florida Atlantic University.

Dennis Gilbert has joined the NIRA staff as a full-time intern. Dennis, a student at Western Illinois University, will receive his bachelor's degree in recreation with a business minor.



Mrs. Lillian Lockenvitz, State Farm Activities Recreation Director over 3,200 State Farm Insurance Company employees and their families, retired from her post on April 1.

Lillian started her employment with State Farm Insurance Company of Bloomington, Illinois, July of 1947 and in 1959, became a bookkeeper in the Activities Office. In June of 1965 she assumed the job as Activities Coordinator.

Since serving as Activities Coordinator, Lillian met the qualifications and was awarded and registered in 1970 as a Certified Professional Industrial Recreation Administrator. While being associated with the Activities Association, the program has won three NIRA Helms Awards — 1960, 1967 and 1970; plus three Certificates of Excellence in Women's Softball, Bowling and for the Retiree's Program.

Lillian has been active in NIRA serving on panels, acting as moderator, and as Chairman of Gifts and Souvenirs for the 1970 Conference.



Flores Hess is assuming the responsibility of Activities Coordinator for the State Farm Employees Activities Association after having been a secretary in the Agency Management Development Section of the Agency Department since June of 1961. Prior to that she gained experience in the Illinois Office operating division.

She has been very active in various events of the association.

LAS VEGAS
HACIENDA
HOTEL AND CASINO

3 DAY
Deluxe
Champagne Holiday

Luxurious room for 3 days and 2 nights • Delightful Champagne Breakfast • Spectacular Buffet Brunch • Gourmet Buffet Dinner • Midnight Show in Fiesta Room • 20 Lucky Nickels • Free Champagne Party Daily • All taxes, gratuities and baggage handling are included and much more!

$31.99 per person double occupancy
ITHLV 4

3 DAY Ultra
Champagne Holiday

Deluxe accommodations • Delightful Champagne Breakfast • Spectacular Buffet Brunch • Dinner Show in the Fiesta Room, with Special Steak Entree • Free Champagne Party Daily • All taxes, gratuities and baggage handling are included. Plus much, much more!

$39.99 per person double occupancy
ITHLV 5

Write or phone
the Hacienda Hotel and Casino
3950 Las Vegas Blvd. S., Las Vegas, Nv. 89119 - dial toll free
Western States, (800) 634-6611; Continental U.S., (800) 634-6713.

CIRCLE READER SERVICE CARD NO. 21

Benrus Offers More Buying Power for Your Employees

The following is a special extended Associate Profile which deals with a major employee service — merchandising company stores. For more information on other Associate Member companies who supply goods and services for employee stores, contact NIRA headquarters.

BENRUS CORPORATION, through it's Industrial Relations Department, has developed a special program for NIRA members which will provide your employees with the opportunity to purchase its nationally known products at prices 30 percent to 50 percent less than retail.

In brief, it is a program designed to help your employees to counteract inflationary pressures and to provide a means for employee recreation and services activities to realize additional revenues and thereby contribute to employee relations objectives.

Benrus, a leading manufacturer of fine watches and jewelry for over 50 years, is a name well known to consumers throughout the country for quality, value, and integrity.

All companies currently face the problem of shrinking purchasing power of their employees' wage dollar. This is caused by continuing double digit inflation. Resulting employee dissatisfaction becomes expressed in the form of complaints about current paid wages and pressures for increased pay. Because of the cost-price squeeze, companies are restricted in their ability to raise pay level even when there may be agreement with the plight of the employee. Accordingly, employee dissatisfaction deepens. Rising inflation and the pressures on profits and cash flow have a serious impact on the dollars that can be made available for recreation activities. Diminution of these services also have an impact on employee satisfaction.

Stretch Buying Power

Any action which can stretch the buying power of the employee wage dollar may help remedy the problem. Price advantage for the needs, wants, and desires of the employee provides a sense of relief and introduces feelings of special advantage and satisfaction. **Benrus offers the opportunity for your employees to stretch their after-tax wage dollar by providing you with a reputable national brand name product at wholesale prices.**

Employees gain not only in obtaining fine quality, durable merchandise for themselves, but also, satisfy their desires for gifts to others on special occasions i.e., *birthdays, graduation, weddings, Mother's Day, Father's Day,* and *Christmas,* all with the feeling that their wage dollar has nearly doubled in purchasing power.

Program is Free To Company

Perhaps the first practical advance to your Employee Relations or Recreation function is the fact that this program **costs your company nothing.** Indeed, depending on your own policy, there can be an opportunity to provide a modest income for Employee Recreation activities. The main advantages, however, include:

1. A sense of gratitude from employees who will appreciate the **special advantage** they enjoy by reason of your action.
2. A meaningful modification of employee feelings of inflationary pressure.
3. A greater sense of identification of employees to your Company through the special advantage the Company arranged for them.
4. In enhancing of the classic goals of an Employee Relations activity to: Improve morale, strengthen motivation, remove dissatisfiers, create goodwill.

Just let us know if you are interested. We will help you with selection of merchandise, assist you in setting up displays, provide informational literature and special event promotional material, keep you supplied with merchandise of your selection on a timely basis, & assist you with changes in merchandise mix. We will help you carry on your own program successfully.

For more information, please contact Murray Weiss, Corporate Director of Personnel and Industrial Relations, at 800-243-1318, Extension 224. □

To care or not to care?

Should Industry Sponsor Day Care Centers

Will increase employee productivity, decrease absenteeism

by Henry Deihl
Coordinator of Recreation Curriculum
Triton College

IT'S 7 a.m. on a dreary Monday when 31-year-old Martha Brown drops her 4-year-old son Timmy off at the day care center. He seems upset. As Martha drives away, myriad questions rack her brain: Why was he crying? Does he have a fever? Should I skip work and take him home?

By the time Martha leaves her desk eight hours later, she will have wasted much of the day just thinking about leaving her crying son behind, and making calls to the center to find out if he's okay.

This situation, so common among working mothers, is tense and arduous. But as a working mother who cannot afford an expensive babysitter, Mrs. Brown has no alternative. Unfortunately, there is no day care center on her company premises.

With more than 50 million women in the work force today, a large portion of whom are mothers, there are indeed salient as well as humanitarian reasons for industry to consider establishing day care centers.

Gains for the Company

A day care center on company premises will mean gains for the company. Absenteeism will decrease; productivity will rise and the emotional stability of certain employees will be improved.

The emotional anxiety of the working mother can be alleviated, freeing her mind of worries to devote full thought to her job. The mother who has just dropped her child off at a day care center is usually disturbed about leaving her child for the day. Her emotions and thoughts may be with that child one or two hours each morning, which means little or nothing has been accomplished on the job. If the day care center calls and the child is hurt or sick, mother will most probably leave work. The problem may be nothing, but mom has wasted an entire day of company time.

Becomes a Parent Again

With a day care center in the company, a child with a minor scrape could go merely to the company nurse for treatment. And, the parent could visit and soothe him, without leaving work for the day. Thus, the parent has become a parent again, and an entire day of company time has not been lost.

An Absentee Mother Without Absentee Problems

When a mother leaves her child at a day care center, she worries whether he is getting proper nutrition. Few children remember what they eat for the day. If the company provided the day care center service, the child would most likely eat in the company cafeteria and mother's fears about what he's eating would be abated. In essence, the working mom may be an absentee mother, but now she doesn't experience the absentee problems.

Employee Not Locked Into Day Care Hours

Another plus for the company in establishing a day care center is having the employee there when she is needed. Travel time for the mother will be reduced in the morning and evening and mother won't be so late to work or so anxious to leave at the end of the day. In addition, the mother whose child is in a commercial center, is locked into that center's schedule. She must come and go to work in accordance with the center's hours. If asked to work overtime, she can't, as a rule.

Company versus Commercial Center

A day care center in a company can be set up, run as efficiently and be as competitive as any other day care center. And, without the profit margin, cost is less to the employee.

In staffing the center, a company should use professionals who understand not only the needs of the mother and child, but the objectives of the corporation, as well. A blending of the two is imperative if

the center is to work. In recruiting other staff, you can save money by using a viable staff of volunteers. Look to your retirees. Oftentimes they are excellent with children and are most willing to donate their time.

During the Summer

If you're uncertain what will become of the center in the summer, there is a simple solution — expand the facility to be a day care camp. There are unlimited possibilities.

Day care centers in industry seem to be coming into their own. Already a number of companies are considering initiating a center or have already done so, and they seem to work at the place of work for the place of work.

If interested in learning more about the day care center in industry, contact me through NIRA headquarters.

About the author . . .



Henry C. Deihl, Professor of Park Administration and Activities, Triton College, River Grove, Ill., is President of the Illinois Association of Park Districts. Recently, he was elected Park Commissioner of the Illinois Salt Creek Park District. He currently serves as a recreational programming and day care center consultant.

news in brief

Goodyear offers hunting, fishing film

Chuck Bloedorn, Recreation Director, Goodyear Tire & Rubber Co., announces to NIRA members free use of his company's Hunting & Fishing Club film. All it will involve is notifying NIRA of your interest in using the film — 18 minutes long — and you will be charged only for postage and handling — about $1.50. **Rental of the film is free.**

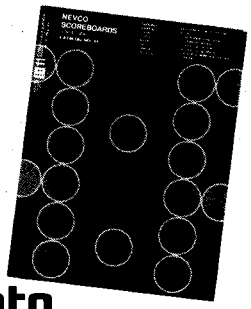
IATA once again hikes North Atlantic airfares

Airfares on the North Atlantic rose by roughly 10% on April 1 and the off-again on-again APEX (advanced purchase excursion — in case anyone had forgotten) fare is on, at least for the present, thanks to the latest IATA conference in Geneva.

Average economy scheduled fares, Toronto to Amsterdam, will cost $328 (low season), $348 (shoulder), and $433 (peak), compared to $324 (winter), $349 (shoulder) and $441 (peak) for APEX fares. The least expensive scheduled fare other than APEX will be the new 22-45 day excursion fare at $344, $370 and $461 in the above seasons.

IATA carriers blamed the increase on the failure of charter operators to substantially increase their fares so that the original APEX package could compete. A stalemate among carriers led to the extension of the existing fares package to the end of March.

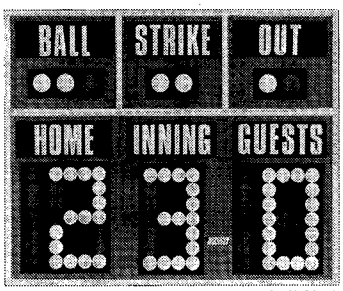
anyone who plans sports facilities should have



the new 1975 NEVCO solid state scoreboard catalog



Basketball Model 2-2000



Baseball Model 2-1001

Twenty-four scoreboards are shown in full color from among the more than 45 totally new scoreboards now offered by Nevco. See and read about these outstanding features:

- exclusive 2-WIRE control cable for truly low-cost and simple installation
- 100% solid state electronics that really work!
- all new styling and lettering for functional display
- simple-to-operate controls for unmatched accuracy
- plus, more standard scoreboard features per dollar than ever before.

Write or call now for your catalog and details.

NEVCO SCOREBOARD COMPANY
215-225 E. Harris Ave. • Greenville, IL 62246
(618) 664-0360 RM-4

Send information and prices on scoreboards for:

O basketball	O swimming
O football	O wrestling
O baseball	O hockey
O soccer	O track

O other_____
O RUSH—will purchase in 30 days
O Sponsor—will be purchasing

Name_____ O Student
Title_____
School_____
Address_____
City/State/Zip_____
Phone_____

CIRCLE READER SERVICE CARD NO. 22

The drive to make a drive work

Gene Miller, Michigan Bell Recreation Director, tells how his company organizes successful blood and fund drives each year. In providing these programs, MBT offers an invaluable service to employees, their families and the community.

Blood Program

MICHIGAN BELL Telephone Company employees, their families and retirees are assured their total blood needs will be met with free, safe, volunteer blood. Each year, the Company and the Union (Communications Workers of America) jointly enter into an agreement with the American Red Cross to provide this benefit. More than 20 percent of Michigan Bell employees donate blood on an annual basis.

The basic theory behind the program: if 20 percent of Company employees donate blood annually, the Red Cross will be able to totally replace blood administered to a group member in any hospital in the United States or Canada.

The Blood Program is a cooperative effort. Overall direction of the program is the responsibility of an Administrative Committee. The committee consists of top level managers of the Company and Union. The program coordinator is a middle management employee in the Personnel Department.

Each blood drive is conducted by a joint committee of Union and management representatives from each department operating in the drive area. The committee has full responsibility for meeting the community's objective for the Total Coverage Blood Program. The community interest is stressed in each blood drive. Union and management representatives share the responsibility to meet the program objective.

It is fully understood by those organizing the drive that this employee benefit can only be realized if the blood needs of the total community are met with volunteer blood donations. Industry/union supported volunteer blood programs are an essential element in any community.

For more information, contact Miller at MBT.

United Foundation Campaign

MICHIGAN BELL and her employees demonstrate their leadership and community involvement with every United Foundation Campaign conducted in the State of Michigan.

Every year, Michigan Bell employees are in the top 10 percent of Michigan-based company employees providing United Foundation funds through payroll deduction to help the needy. MBT employees are proud that more than 90 percent of the employees contribute to local United Foundation Campaigns by payroll deduction — the easy way to give.

The big questions are why and how? Why are MBT employees so willing to help the local United Foundation through payroll deductions? How is it done?

For a quick answer, the Company Drive Coordinator, Gene Miller, explains it is simple:

1. Why? We point out the importance of United Foundation Agencies.
2. How? Complete cooperation and involvement by the Communications Workers of America (CWA) and Michigan Bell Management.

Early each year, Gene puts together the United Foundation Committee that will establish policies, goals, dates and generally conduct the campaign. The Committee consists of one management person and one CWA person from each Department or Division. Every two-man departmental team then arranges and conducts the campaign within their respective department, taking into consideration departmental problems, work schedules and requirements.

They furnish the district or division management a list of all solicitors and coordinators. The key solicitor, usually a CWA representative and local management, have a complete understanding regarding the work schedules, arrangements, etc., prior to the start of the drive.

DIRECT PAYMENTS TO UF
OR
PLEDGE TO BE BILLED BY UF (Cont'd)

B. All Or Part Of Pledge To Be Billed By UF

If employee wants all or part of his pledge to be billed to him by UF, use special UF card as illustrated below:

NAME OF CONTRIBUTOR John Jones — ACCOUNT NO
RESIDENCE ADDRESS 1234 Main CITY Detroit
PAYMENT - PLAN
FIRM NAME Michigan Bell Telephone Company
BUSINESS ADDRESS 515 Howard CITY Detroit
1 ☐ CASH
IN CONSIDERATION OF THE GIFTS OF OTHERS AND MY INTEREST IN THE MANY APPEALS UNITED IN THE TORCH DRIVE I HEREBY MAKE MY PLEDGE THROUGH THE
TOTAL GIFT $60 00
2 ☒ SEND STATEMENT
☒ QUARTERLY
☐ OR AS FOLLOWS
AMOUNT PAID $20 00
BALANCE DUE $40 00
UNITED FOUNDATION
YOU CAN GIVE ONCE FOR ALL....IT'S UP TO YOU
John Jones SIGNATURE OF GIVER
FORM 4259-IH
1/27/75 DATE

A typical pledge blank.

Certain key committee members who serve on the joint MBT-CWA committee may be excused from their job functions for the entire length of the campaign, usually two weeks. Solicitation meetings, which normally include film showings, are arranged appropriately for the various work groups involved. Immediately following the meeting or at a convenient later date, solicitors meet individually with the employees to obtain employee pledges. These contacts are conducted under conditions of reasonable privacy and duration.

The departmental coordinators work jointly on the campaign and have equal status during the course of the drive.

It is their responsibility to see that the campaign is carried out according to the guidelines established by the company committee and deal with problems promptly that may arise during the campaign. Every effort is made to solve problems at the local level of management, however, higher levels or the committee may be contacted when deemed necessary by the departmental coordinators.

Michigan Bell furnishes all the materials, pre-printed payroll deduction cards and machine run lists of employees to every departmental coordinator and solicitor.

In addition, MBT arranges one-hour bus tours to various United Foundation Agencies and urges solicitors to take advantage of the visit. This means each solicitor can see for himself the importance and the need of United Foundation Funds.

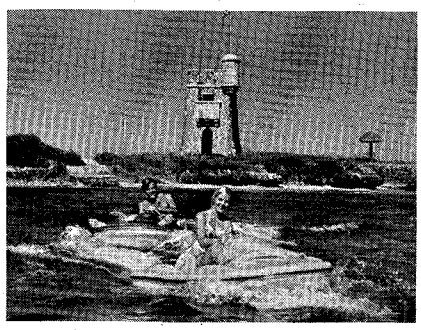
Each solicitor must call progress reports to the key solicitor who in turn issues reports to the departmental coordinator. The departmental coordinator totals the department reports and calls them to the company coordinator. The company coordinator prepares several reports during the campaign reflecting the number of employees in each department, number solicited and number of people signing payroll deduction cards and percentages. In addition, the report reflects the average gift and total amount for both cash and payroll deduction pledges.

In 1974, MBT-CWA conducted 42 separate employee United Fund Campaigns throughout the state. The 29,000 employees, through payroll deductions, contributed $898,000, an impressive record.

For detailed information on the drive, a 42-page brochure has been prepared by the MBT Personnel Relations Department. For a copy, contact Miller, Michigan Bell, 444 Michigan Ave., Room 1650, Detroit, Mich. 48226. □



Runaway Bay
HOTEL AND GOLF CLUB
P.O. Box 58, Runaway Bay, Jamaica, W.I.



TOWER ISLE HOTEL and TENNIS CLUB
Tower Isle Post Office
Ocho Rios, Jamaica, W.I.
Nick Brimo, General Manager

JAMAICA'S CHOICE FOR BUSINESS.

Here's the best choice for your group.

In Runaway Bay, the Runaway Bay Hotel. A famous place with a lake size pool, a beach that goes on forever, golf, tennis and horseback riding. (Accommodates groups of up to 300.)

In Ocho Rios, Tower Isle Hotel. A magnificent place with all watersports, a secluded beach, a private island, tennis and golf nearby. (Accommodates groups of 10-280.)

Both are beautiful hotels with luxurious rooms, exciting nightly entertainment and facilities for meetings, forums, lectures, seminars, banquets and private parties.

Why take a chance somewhere else when you have the best choice right here?

Operated by the Issa Family of Jamaica.
Telex 2168 ISSABROS JAMAICA.
Represented by the Leonard Hicks Organization.

Mr. R. Neiman, Dir. Mktg. & Sales, Issa Hotels
464 S. Dixie Highway—Suite 200
Coral Gables, Fla. 33146 (305) 661-8513

Please send me brochures and group rates for Jamaica's Choice: Tower Isle & Runaway Bay.

Name_____
Company_____
Address_____
City_____ State_____ Zip_____

CIRCLE READER SERVICE CARD NO. 23

A Guide to ~~Cutting~~ Recreation Costs

IN these inflationary times, many recreation directors are being called upon to cut back expenses while demands for more programs loom greater than ever. The following is a list of ways recreation directors may save money, either by combining services, cutting back in certain areas and so forth. The suggestions are yours — those submitted by recreation professionals.

Recreation an Inexpensive Benefit

"The cost of an industrial recreation program is one of industry's most inexpensive employee benefits. In a review of some 80 industrial plant recreation programs within our company, the employee shares in the costs of the programs. One club representing 1,400 employees budgets its programs with concern for raising a fair share of the total budget. Listed as the budget categories are:

"Member earned funds:

Monies received from dues, assessments, admissions, merchandise sales, vending machines and company products sales.

"Member contributed funds:

Monies paid by the member for participation in bowling, golf, softball and other sports. Special interest groups costs of supplies, lessons, travel and other related activities.

"Company subsidy:

Monies allocated to the club based upon the programs outlined and budgeted with subsidy serving only as an assist to the programs.

"Company salary subsidy for operations:

Monies provided for caretakers, maintenance, direction and staff assistance. (Company assumes the costs without indicating amount, but lists its services as a cost factor they must consider in allocation of direct subsidies given annually).

"To teach management budgeting and economics of business, the industrial recreation program based upon these principles of budgeting serves as a most effective vocational school of business administration.

"To keep within budget and with quarterly reviews, evaluations of programs and officer training sessions pays off in total costs reductions similar to the same tactics and concern practiced in departmental and supervisory operations.

"The suggestion system also includes the industrial recreation operations and the recreation association's recognize and award such suggesters that contribute ideas of savings, cutting waste and providing more services for less monies . . ." Melvin C. Byers, Owens-Illinois, Inc.

Cut Fringes

"I think my first reaction would be to cut the 'fringes' out of our programs such as trophies, extra programs, pens and other intrinsic expenditures . . ." Steve Waltz, Cummins Engine Co., 9,600 employees

"Take a good, hard look at 1975 program emphasis. Then, as you spend money to start these programs, ask yourself if you can do without any items. Sometimes you can make do without. If you can, you have done some preventive action for inflation . . ." Tip Ferris, First Baptist Church

Daylight Savings Time

"Schedule all softball and baseball games during daylight hours. We did not use our lights at all this past season, and this was a big cut . . ." Reynolds Johnston, Monsanto, 5,000 employees

Cut calls

"Memorex has three main priorities throughout the corporation during 1975 — attitude, cash, profit. One profit and cash idea is telephone conversation-conservation — pre-plan calls and limit number and duration . . ." Kathleen M. Campbell, Memorex Activities Group, 5,000 employees

Save on mail, energy and improve services

"Switch from use of U.S. mail to home address to mailing all association and club newsletters and notices to internal mail stations (we save $3,500).

"We have kept in-force all procedures instituted early in 1974 to cut power consumption. If you pay for your own utilities this is important. Lower temperature in winter/higher in summer; use only 1/2 normal complement of bulbs in fixtures; timer switches to turn off when not in use.

"You can only cut expenses so far and for so long until services begin to suffer. It is for this reason that we attempt to fight the inflationary trends and improve our services by offering new programs which are a service but, which at the same time yield income to the Association such as a Buying Club. . . ." Dick Brown, Texas Instruments-Texins Association, 18,000 employees

Making Ends Meet

"With continuous inflation and a declining membership, the Wekearny Club, employees' club of Western Electric Co., Kearny Works, has had to adjust its goals in order to keep afloat. Some of the measures we have employed with success are listed below.

"1. **Reduced club staff by transferring work to other plant organiza-**

tions, thus lowering club administration costs.

Secretarial work for all Board of Director Meetings now comes from secretary pool. Collection of all Club funds are now deposited with the company financial organization which combines receipts daily and forwards one check to club office for mailing to bank.

"2. **Use more volunteers and reduce the load on activity chairmen.**

Able to reduce time off the job per section due to greater number of volunteers spread across more departments. Supervisors less reluctant to let employee go to work on club business when he knows other supervisors are cooperating likewise.

"3. **On repetitive activities use a 'Professional Crew'**

Blood Bank activity has its own professional crew that knows what to do and the best way to do it. Same thing for the packing of gifts for needy children at Christmas. We do not have to train a new set of volunteers each year. Using a set crew has resulted in requiring one-half the number of employees we previously needed to do the job.

"4. **Have participants contribute financial to the activity.**

Now most all our activities charge a nominal membership fee to separate the lookers from the doers. Some activities have combined, such as the Stamp Club with the Coin Club to gain greater strength and to have more fee money to work with.

"5. **Establish a contingency fund.**

By combining activities that accumulate a surplus at year end and transferring the surplus to a holding account. Some activities that fall in to this group are Outside Dancing, Drama Club, Family Night and Ceramics. These activities require no company budget but draw funds as required from the contingency account.

"6. **Use a current activity to support or develop a new activity.**

From our original Hobby Club has grown Ceramics, Art, Sewing, and Needlecraft activities which now stand alone. . . " D.C. Moore, Western Electric Co., Wekearny Club

Piggy Back Programming

"If outside facilities are being rented, perhaps dual events could be combined into an event. Example: Bowling lanes are used for a tournament, but the lounge could be used for a Bridge Tournament at the same time. Golf tournaments could utilize country club facilities and, at the same time, fashion shows could be scheduled in the clubhouse. Fully utilizing facilities which are rented, cuts on rental costs as a whole and provides a more rounded program for more family members. . . . Gloria Mosher, Xerox Recreation Association, 17,000 employees . . .

Band Together

"If more companies from an area would band together on trips, it would cut the problems of not having a group large enough or forced to cancel because only a small group wants to go. Travel agents could make arrangements to secure insurance to cover all the companies going on the trip which is one of the big drawbacks in deals of this type . . ." James R. McIntyre, Peter F. Mallon, Inc., 600 employees . . .

"Combine programs (individuals) with the YMCA in the surrounding communities. The use of state-operated and owned facilities for programming cuts down rental fee . . ." John Bowman, Bethlehem Steel-Burns Harbor Activites Association, 7,000 employees . . .

"Make use of local Councils. Interchange ideas, and combine certain facilities which are a big problem in Long Island . . ." Bob Zellner, Long Island, IRC . . .

"There is money saved in numbers. Each area should form a recreation council so all companies large or small can benefit the same. The biggest DISCOUNT could go to the largest group of people . . ." David C. Hoel, Recognition Equipment, 1,500 employees . . .

"My suggestion applies to my area. Spend money first to develop an activity center, then keep the activities in vogue scheduled to the hilt. The activity center would have to be opened to the public on a limited basis due to the current lack locally of centers. The Navy installation does not agree with me, and this is in part due to Federal directives. Question: How to comply without breaking the law . . .?" Joe A. Smith, PSNS Recreation Program, 5,000 employees . . .

"Cut duplicate community opportunities. It's good business to avoid duplication. Make it a joint effort-join community activities and invite the community to join your activities on a pay as you go basis . . ." Ed Hilbert, Battelle Staff Association and Columbus Industrial Rec. Assn., 2,700 employees . . .

Volunteers

"Use volunteer referees and scorekeepers from within the company. There should be a session conducted to cover playing rules and technique for the volunteers . . ." Jimmy D. Baggett, Federal Business Association, 5,000 employees . . .

"Use more volunteer staff, employees pay more into program . . ." James Coudle, Metro Dade County Employee Recreation Program, Park and Recreation Dept., 18,000 employees . . .

"Organize retired employees to serve as volunteer staff-particularly in areas involving new programs. We use volunteers in research on travel programs, discount purchasing programs, art and photo shows, etc. . . ." Karl Edler, Dept. of the Army Welfare Fund . . .

"Our organization is managed by a volunteer (elected) Board of Directors. We employ one part-time secretary. We were faced with the problem of changing to a full time secretary or hiring a second secretary, which would have been a significant increase in our salary budget. I decided our first course of action was to take a long, hard look at the work that passed through the secretary's hands to determine if we could cut down her work load. After a three month investigation, it was discovered that she was doing a considerable amount of work that should have been handled by the standing committees of the Board of Directors. We are presently reassigning job responsibilities and feel certain that our secretary's work load will be cut to the point where additional hours or secretary will not be needed now or in the foreseeable future. Making sure that the correct people handle each job can, under the right circumstances, be a big money saver . . ." Ed Hagman, Fisher & Porter, 2000 employees . . .

Savings in Hiring

"I would like to see companies hire the two year AA degree graduate to service their employee recreation program. Many companies could save money by not having to hire part-time specialists to run

(Continued on page 21)

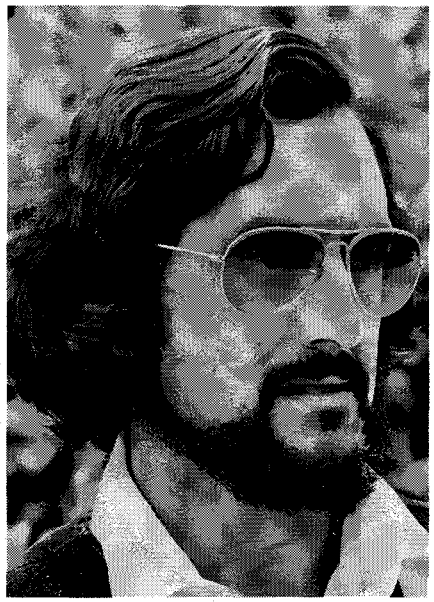
Implemented at Rockwell International

Self-Programmed Control Towards Greater Health, Happiness and Productivity

by Dr. Alfred A. Barrios

TRANSCENDENTAL Meditation, Silva Mind Control, Mind Dynamics, SMI, EST, Self-hypnosis, Psycho-Cybernetics, Bio-feedback. . . . Do some of these names or terms ring a bell?

They should. They are all part of a fast-growing movement which is currently sweeping the nation and one which is gradually making its way into industry. The **self-control movement**, as some refer to it is an outgrowth of the consciousness expansion movement of the 60's and ". . . is currently gaining wide attention in psychology and other social scientific disciplines", according to Goldfried & Merbaum, *Behavior Change Through Self-Control*, 1973.



Dr. Barrios is Director of SPC workshops for educational, medical and drug abuse programs. He is Director and founder of the Self-Programmed Control Center in California. Dr. Barrios holds M.A. and Ph.D. degrees from the University of California, Los Angeles. Articles by him have appeared in such consumer publications as ***Ladies Home Journal, Glamour and Popular Psychology.***

Why the great interest in developing methods of greater control? The answer should be fairly obvious. If we ever hope to achieve healthier, happier, more productive lives; if we ever hope to achieve our true potential, we must be able to free ourselves of the many accumulated negative or maladaptive behavior patterns holding us back.

But anyone who has ever attempted to change such behavior knows how difficult it can be. For much of it is made up of deeply ingrained, often life-long behavior patterns — habits, attitudes, and emotions which can be classified as involuntary or automatic and which, by definition, are not very subject to voluntary control. It should be fairly apparent that this lack of control over one's life and the consequent feeling of helplessness can influence an individual's feeling of worth and self-confidence, this in itself leading to a host of problems. If we really want to achieve more self-actualized lives, we need something that will give us greater control. The self-control movement, then, seems to have developed in response to this basic need.

A addition to this movement, one which combines many of the best features of several of the current approaches, is **Self-Programmed Control** (SPC) and is comprised of three basic interacting components:

(A) **The SPC techniques**: a set of seven highly effective auto-suggestion techniques — step-wise procedures for gaining greater control over one's involuntary side (over habits, attitudes, emotions, etc.) — which serve the important function of opening the door, of giving a person some real hope and belief in the possibility of change (and of increasing one's receptiveness to positive teachings mentioned below in B and C). Also aiding in the development of greater control is a unique (convenient and inexpensive) bio-feedback device called the **Colorimeter** which acts more or less as a reinforcer of the SPC techniques, providing immediate feedback of decreases in tension level produced by the techniques.

(B). **The Positive Philosophy of Life component** which helps the individual develop new positive attitudes towards life and himself. Much of this component comes from the book *PsychoCybernetics.*

(C). **The Expansion of Mental Capacity techniques** which are effective methods for improving memory, concentration, reading, problem solving, creativity, etc. People who have been frustrated by their position in life as a result of the low opinion they have of their mental abilities are thus allowed to rise above their pre-set limits.

A Proven Success

THE program has already proven itself a success in the counseling and educational fields, as reported in an article scheduled for the *Personnel and Counseling Journal.* It is currently being taught in an increasing number of schools both here and abroad (proving to be phenomenally effective in terms of both grades and personal improve-

ments) as well as being incorporated with considerable success into a number of counseling and rehabilitative programs (including drug, alcoholic, penology, and work incentive programs).

Another area that holds great promises for the use of SPC is medicine. Many doctors will attest that a good 75 percent of our ills can be traced, either directly or indirectly, to psychological factors. They are aware that the mind can play a part in disease in three ways: Through **Psychological Stress**, which is a major factor in producing ulcers, heart disease, high blood pressure. etc.; through **Bad Habits**, such as lack of exercise, over eating, drinking, smoking, and drug taking which can be equally destructive, and through the lack of **Will to Live**, which can play a major role in our ability to fight off even such organic diseases as TB and cancer. Medicine has not gone more in this direction before because it didn't have an effective enough tool with which to deal with these psychological factors. Now with the advent of programs like SPC, this no longer need be the case.

SPC in Industry

Still another area offering great promise for the use of SPC is industry. Few people would argue with the idea that a healthier, happier, more positive individual will also be more efficient and productive. Thus, industry cannot help but be interested. Investigation of such possibilities has already begun with the inception of the first SPC class in industry, held in May of 1974 at Rockwell-International's Los Angeles B-1 Division under the auspices of Ken White, Employee Services Manager.

Results:
Rockwell-International SPC Class

The class which had a total of 11 participants (3 women and 8 men) from all levels met once a week for two hours (4:30-6:30 P.M.) for a total of six weeks. There were three basic measures used to determine the effectiveness of the program:

(1) The Willoughby test before and after — this test is a measure of one's ability to cope with life, and general level of self-confidence. Results are given in terms of percentile ranking compared to a standard group.

(2) A before and after self-rating of the goals chosen to be worked on by each participant. For this a scale of 0 to 10 was used where 0 meant that the individual did not feel he could achieve the goal at all and 10 meant he had no doubt he could easily achieve it.

(3) Each participant's own summary of his progress written at the end of the class.

I. **Willoughby Test Results**: (The lower the percentile ranking the healthier the state of mind of the individual)

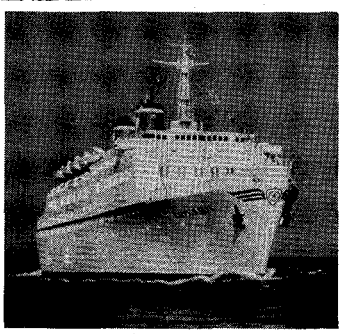
Participants:	JB	EB	RG	AP	DP	LP	RP	BR	RR	AS	PS	Average
Before Ranking	62	60	30	89	85	88	81	98	86	82	68	75.4
After Ranking	53	5	12	57	52	96	41	93	63	40	12	47.6

II. **Goals**

The participant chose his own goals to work on during the class with each person averaging about five-six goals. The most common goal chosen was greater **self-confidence** with 8 of 11 choosing it. The figures following each goal are the average before and after ratings of that goal (on the 0 to 10 scale) by those choosing it. The top one is the average rating **before**, and the bottom figure is the average rating **after** the program. The higher the number, the closer to the goal. As can be seen, there was considerable improvement in all goals chosen.

SELF-	2.87
CONFIDENCE	6.50
LEARNING	4.43
ABILITY	6.57
CREATIVITY	4.17
	5.83
POSITIVE	3.50
THINKING	7.50
WEIGHT	3.60
CONTROL	6.40

The Modern Magnificent Convention Cruise pleaser!



SS EMERALD SEAS
Registry Panama

Bahama/Caribbean Cruises from Florida with your choice of itineraries 3-4-7 nights or longer. Groups from 15 to 1,000. All at special rates.

EASTERN STEAMSHIP LINES INC. General Sales Agents
P.O. Box 010882 • Miami, Florida 33101
or call toll free Florida 800-432-9552 • Calif., Idaho, Mont., Nev., Ore., Utah, Wash., Maine, N.H., Vt. 800-327-0201 • All other states 800-327-0271

Please send, without obligation, your Meeting Planner's Kit.
Approx. Number of Persons in the Group.....
Approx. Date of Meeting.....
Name.....
Title.....
Organization.....
Address.....
City.....State.....Zip.....

CIRCLE READER SERVICE CARD NO. 24

TENSION	3.50	
CONTROL	8.25	
EXCESSIVE	4.00	
DRINKING	7.00	
HEALTH (e.g. High	4.33	
Blood Pressure)	6.00	
FEARS	3.33	
	6.66	
LEADERSHIP	2.50	
ABILITY	4.50	
SEX (e. g. elimination	3.00	
of impotency)	9.00	
PHYSICAL	2.00	
ATTRACTIVENESS	6.00	
EXERCISE	3.00	
	9.50	
ETERNAL	3.50	
YOUTH	5.00	
SMOKING	3.00	
	9.00	
EMOTIONS (Anger, Love,	2.50	
Guilt, Depression)	5.75	
HEADACHES	4.00	
	8.00	
PROCRASTINATION	3.25	
	5.00	

III. **Participants' Summaries of Progress**

JB-Procrastination — Have done one or two extra chores every night instead of putting it off until there is no time left. This includes paying bills, letters, etc.

Diet & Health — Started doing exercises at home. Have also done pretty well with my meals. Have already lost a few pounds.

Smoking — Have cut down considerably. Have gone as much as four hours at a time at work where the pressure is the greatest and try to break the habit of taking one at specific times.

Work — Work running more smoothly now. Not as many redo's from frustration or aggravation and the time element is no longer creating excessive tension.

I am convinced the program works. For years I've read books oriented along these lines, but this course seemed to show **how** to accomplish your goals.

EB — This course has been helpful in many ways toward improving my self-image. My confidence, and positive thoughts have strengthened a great amount.

My life is a much happier one which gives off a glow of warm vibrations to others around me. I'm able to concentrate on a positive thought whenever I desire. Problems, large or small, at work or at home, no longer pose a threat of failure becaused I am assured I can solve any. Since my self-image has improved, I find that I like myself even more and am able to do much more than I've done in the past, now that I realize that I have the ability. I know I will be successful most of the time. I am confident I will accomplish my goals, both short and long range. Without this course, I wonder where would I be today.

RG — I have greatly reduced tension. My sex life has improved considerably and I feel I have a more positive attitude toward the future. My memory and reading comprehension have improved. I am able to shut out outside interference when thinking.

While my problems were not as great as many people, I can see where everyone could benefit from this course. I feel it was worth the time and money.

AP — I have learned the techniques, I have the tools — now the rest is up to me. The class has **definitely** helped me. For instance, no one could have hated a job more than I did; I despised going to work in the mornings. Now, I really enjoy my job — I don't mind getting up and going to work. I really like the people I work with now. I just changed my attitude (after I started the class and started reading "PsychoCybernetics") and everything just seemed to shape up.

Also, I have lost 7 lbs. I have started and am continuting an exercise program every day at noon. Have been running a mile at noon instead of eating lunch. I have something light at dinner — absolutely no sweets, and sweets **were** my weakness.

So, I will have to say the class has been a success for me. My weight and work problems seem to be going okay now so I think I'll start trying for self-confidence (that will be a tough one but I know I'll be able to make it).

DP — This has opened my eyes to a lot of little things that are really big. Find myself thinking clearly again and normal. Also, I've noticed that more done lately in a shorter time and with less effort. I find that I'm now able to get vivid blue on the Colorimeter more and more frequently. I'm definitely going to continue working with this program.

LP — I do not feel that SPC has helped me a great deal, but who knows what seeds have been planted.

RP — I am convinced now I have made relaxation a habit.

I am confident, too, that my new positive, winning attitude can accomplish the results I need to meet all my realistic goals. This is true even though my age is such that it is easy to have serious doubts if I were to allow them to develop.

At work SPC has helped by teaching me to take a more deliberate and analytical approach and therefore achieve more reasonable solutions to my problems.

I think an SPC program is absolutely essential in a corporate organization in order to develop maximum performance and output among its members.

Corporation work programs such as North American Rockwell have impossible schedules, almost impossible goal requirements and a need for maximum cooperation between all members. Almost all workers in such a situation will develop an extremely tense personality where their creative output reaches a minimum because of the impossible schedules and goals. SPC will develop a calmness in these individuals so that their efficiency is increased tremendously and their awareness of the other person's point of view and his requirements are greatly enhanced to the point where cooperation and efficiency of the overall program results in a much better end result.

BR — In the past, under pressure, I'd run. Now I don't. Example — In a night class I am taking I have noticed a complete change of attitude. Before I would easily become discouraged and be quick to give up and drop the class. Now I find myself sticking to it and no longer so afraid of the teacher.

I find that SPC has also helped with my job — because I can keep calm long enough to learn it. Previously I would be so upset during the learning period it took twice as long. I use the quick count-dowr when I get in a tight spot and it seems to help quite a bit. Also, there is an annoying person whom I work with — I can for the most part, with the count-down, keep my feelings in control so as not to upset the entire office.

RR — I feel that I have learned the tools to help myself over the past six weeks. I probably would not have read *Psycho-Cybernetics* at all. Now that I started the book I feel I will complete the book within the month.

Before the course I rated myself low in self-confidence and positive thinking. Now I find myself catching myself as soon as I become aware of the situation and program. I am confident in my abilities. When I think negatively I immediately disregard the thought and think of a positive thought. I believe I have reversed my negative pattern.

As far as habits are concerned, I am working on one that has grown since childhood. I recently have had success in controlling this habit for first time im approximately 30 years — three successes in a row. This has helped my ego and my confidence to a great degree.

Also, I had trouble sleeping at times. Now when I go to bed I go through a complete programming input and relax much more than before, thereby getting to sleep earlier and more relaxed. As a result I am on time for work and more relaxed during the day. And my mind is not as cluttered up with negative thoughts and fears during the day. Therefore I am able to get more work accomplished.

I look forward to working hard on all areas with the tools learned in the class.

PS — Have achieved positive results from the 6 week program. Feel that this is only the beginning. This course gave me the tools, now I must continue to use them to continue to progress.

I was particularly impressed with my ability to remember names. This was always a weak point with me. I find that I am also starting to gain confidence in my handling of situations at work that bugged me before and am much more relaxed when making presentations to a group of people.

I was quite pleased with the "before" and "after" results of the Willoughby tests.

I really "dig" the "positive thought" technique. I use this every day. This is the basis of Maltz' book but I didn't really get it until this class. This is the biggest thing I have learned to date. I now try to concentrate on my successes as much as possible.

AS — I thought the course was well presented. I have obtained positive results in my blood pressure reduction goal and find I am more relaxed now. I have also made some slight progress in my weight reduction goal.

Thanks to the short-cut techniques I can automatically relax when problems come up at work and find I can deal with others more easily.

Incorporation of the SPC Program

The SPC program can be taught as a class (like the one at Rockwell) or as an all-day seminar, with the participants paying the small tuition themselves. Or it can be taught in company training programs by the company's own training staff after participation in one of the seminars or classes. One of the major advantages of SPC is that it is so easy to teach thanks to the availability of the SPC Kit.* SPC Center staff would be available to come to any interested companies to help initiate an SPC program. □

***The SPC Kit consists of: a 60-minute recording of the seven SPC techniques; the SPC Manual; the Colorimeter; the spiral disc and motor (for the Concentration Spiral technique); a copy of *Psycho-Cybernetics;* and a copy of *Studying Effectively*.**

Cutting Recreation Costs

Continued from page 17

specific programs. The two year recreation leader working as an assistant to the director could suffice in almost every case and be of greater value . . . "Howie Scheidt, Morraine Valley."

Plan Well to Save

"When building new facilities, use recreation professionals; use quality sports equipment so not to replace too frequently; work with other departments on projects within the corporation and share costs, and check out recreation private enterprises such as Disneyworld/Six Flags etc. to see what discounts can be given to staff and employees." . . . W. Brent Arnold, Xerox Corp., 500 employees

Across the Board Cuts

"We operate recreation programs in seven military bases in seven different states. Our facilities range from bowling center, golf courses, recreation center, to theaters, libraries, hobby shops, restuarants etc. To operate these facilities takes about 3,500 people. During 1973, the cost of labor increased about 7.5 percent. To evaluate the efficient scheduling of these employees, we conducted a commandwide survey titled, "Manning & Patronage Study ". As a result, the hours of operation and rescheduling of employees, the projected savings on an annual basis amounts to about $100,000 per year. The study involved keeping accurate records about use of facilities — hours used; numbers of employees involved; staff to operate and so forth . . ." Tom Watters, Department of the Air Force, Headquarters AF Logistics Command, Wright-Patterson AFB, Ohio

"Quarterly Swap Meet"

"On a quarterly basis, flyers are distributed companywide advertising the 'sale' of spaces for the quarterly swap-meet. (Held on Saturday). Spaces (parking lot stalls) are sold at $2 each (which funds go into the recreation budget for general operating costs). The swap meet serves several purposes — it curtails the sale of goods on the premises during working hours and provides the employees with an opportunity to sell or pick up bargains from known sources. A small amount is spent on balloons distributed to children on the day of the meet. All other income is expense free. The company provides clean-up and maintenance at no cost . . ." JRW Systems, 12,000 employees □



SAVE Up To 25% Discount For Your Employees!

Write for details on our attractive "Inflation Fighter" merchandise discount programs, one of which includes a Lifetime Service Warranty, (unprecedented in the biking industry).

Virtually every employee and his family can ride a bike. This insures acceptance of this unparalleled offer and can lead to increased popularity of your recreation program.

Biking is healthful, energy saving, good for the ecology, and best of all fun! Miyata provides free assistance and literature for bike club development.

Imported by: TOYODA AMERICA, INC.
5520 W. Touhy Ave., Skokie, Illinois 60076 TEL:(312) 677-3650

MIYATA

CIRCLE READER SERVICE CARD NO. 25

CIRCLE READER SERVICE CARD NO. 27

2 GREAT SYMBOLS OF QUALITY TRAVEL

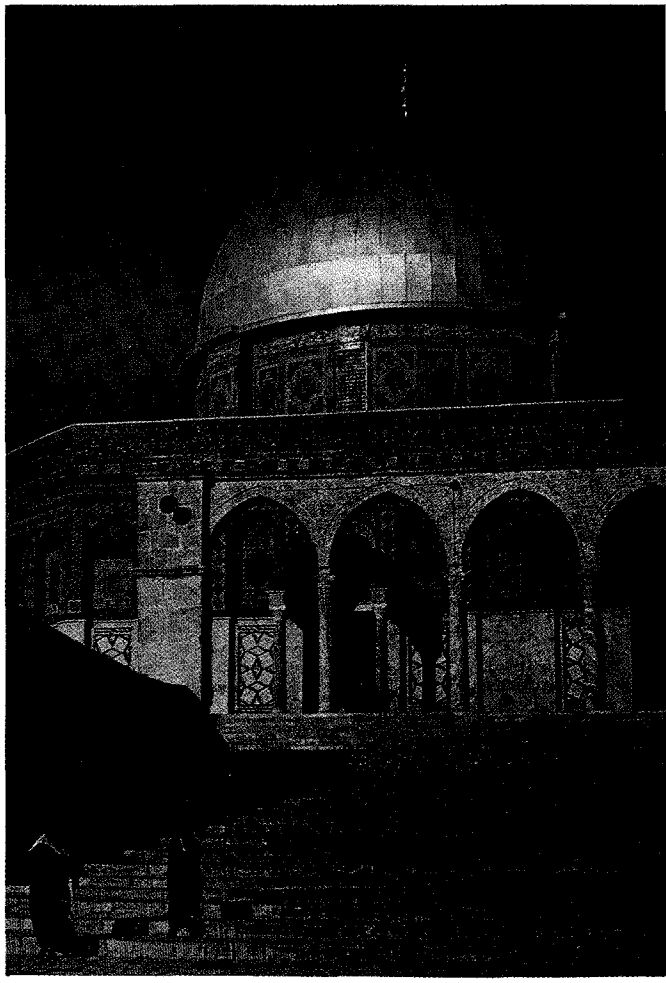
1975

INCLUSIVE TOUR CHARTERS

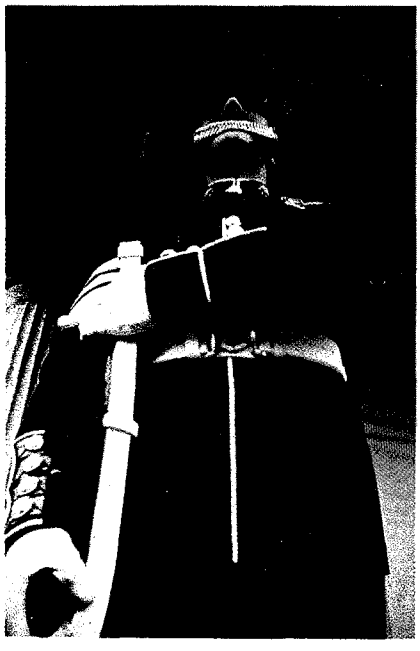
Weekly departing from NEW YORK every SATURDAY
Returning to NEW YORK on SUNDAY

From June 21, 1975 thru Aug. 30, 1975









GENERAL SALES AGENTS

EJM TRAVTOUR LTD.
A Division of Emanuel J. Mizrahi Enterprises, Inc.
WHOLESALE TOUR OPERATORS

Series U K

16 Day Tour

ENGLAND

WEEKLY Departures from NEW YORK every SATURDAY, Returning on SUNDAY

14 Overnights/16 Days:

	Stratford-on-Avon	Bath	London
	1 night	1 night	4 nights

Dates of departures from JFK: 1975

JUNE 21, 28 JULY 5, 12, 19, 26 AUGUST 2, 9, 16, 23, 30

	Per Adult	Supplement for Single
	$549	$50
	$589	$81
	$619	$81

1st Day—SATURDAY
NEW YORK TO LONDON
Depart from JFK Airport at 10 PM aboard T.I.A.'s DC-8 stretch for an overnight flight over the Atlantic.

2nd Day—SUNDAY thru 9th Day
SUNDAY in LONDON
Upon arrival at Gatwick Airport you will be met by our Representative who will supply your transfer to London.
8 Nights at the Hotel in London
Two-Half days city tour in London
Remainder of time, optional tours are available.

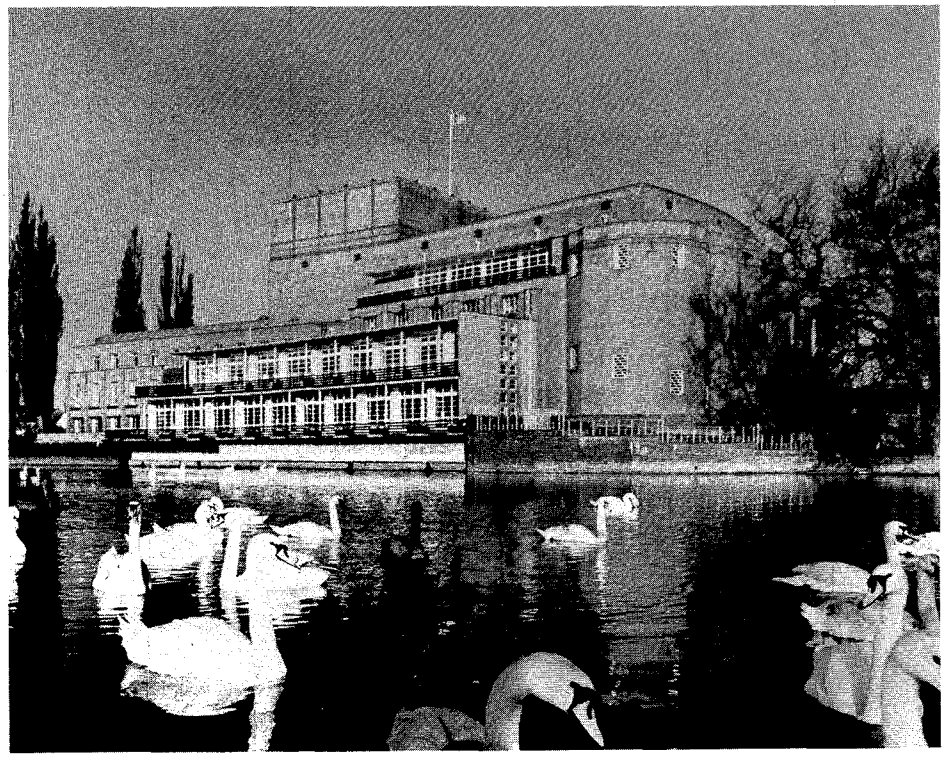
10th Day—MONDAY
LONDON TO STRATFORD-ON-AVON
Leave London via Henley-on-Thames. Pleasant drive to DORCHESTER, on to OXFORD—Short stop for first visit of one college—then past Woodstock and Blenheim Palace to STRATFORD-ON-AVON—birthplace of William Shakespeare—Sightseeing city tour: Statue of Shakespeare, Memorial theatre, Birthplace, River Avon, Tudor cottages, Anne Hathaway's cottage. Overnight in Stratford-on-Avon.

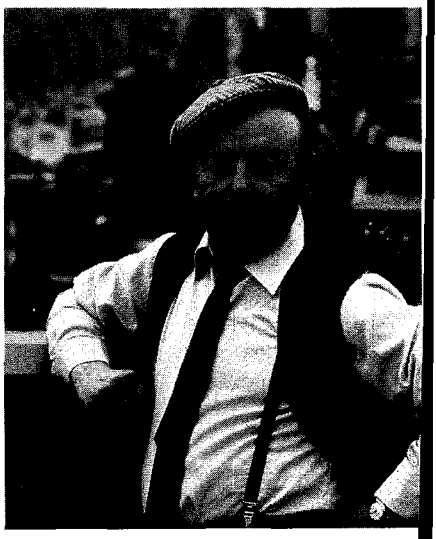
11th Day—TUESDAY
STRATFORD-ON-AVON TO BATH
Morning departure for charming drive through the beautiful Cotswold villages to CIRENCESTER (capital of the Cotswolds) and MALMESBURY with its ruined abbey. Then on to BATH for overnight stay.

12th Day—WEDNESDAY
BATH TO LONDON
After breakfast, tour of Bath, famous spa town dating back to Roman times: Roman bath and pump room, Pulteney Bridge built by Robert Adam, Wealth of Georgian houses and crescents. Continue through pleasant English countryside via STONEHENGE to London. Overnight.

13th Day—THURSDAY thru 15th Day—SATURDAY
in LONDON
3 days at leisure. Overnight in London.

16th Day—SUNDAY
LONDON TO NEW YORK
Transfer to Gatwick Airport for your T.I.A. Transatlantic Jet flight back to New York.





Series H Y

16 Day Tour

HOLY YEAR N ITALY

WEEKLY Departures from NEW YORK every SATURDAY, Returning on SUNDAY

14 Overnights/16 Days:

[redacted]

Dates of departures from JFK: 1975

JUNE 21, 28 JULY 5, 12, 19, 26 AUGUST 2, 9, 16, 23, 30

[redacted]

1st Day—SATURDAY
NEW YORK to LONDON
Depart from JFK Airport at 10 PM aboard T.I.A.'s DC-8 Stretch Jet for an overnight flight over the Atlantic.

2nd Day—SUNDAY—LONDON
Upon arrival at Gatwick Airport you will be met by our Representative who will supply your transfer to the Hotel. Overnight in London.

3rd Day—MONDAY
LONDON to ROME
Transfer to Heathrow Airport for your Jet flight to Rome where you will be met by our representative and transferred to your hotel. Overnight in Rome.

4th Day—TUESDAY in ROME
Full day sightseeing: Via Veneto, Borghese Park, Pincio Garden, Pantheon, Trevi Fountain, St. Peter's Basilica, Colosseum, Roman Forum, St. Peter-in-Chains (view Moses statue by Michelangelo). In the evening DINNER at the "BUCA DEI PAPI." Overnight in Rome.

5th Day—WEDNESDAY in ROME
In the morning, drive to the VATICAN to attend the PAPAL AUDIENCE. In the evening, DINNER at the "TABERNA ULPIA". Overnight in Rome.

6th Day—THURSDAY in Rome
Day at leisure. Suggested optional tour to Naples/Capri. Overnight in Rome.

7th Day—FRIDAY—ROME to FLORENCE
Scenic drive, visiting en route the Hill Towns of ASSISI and PERUGIA to Florence. In the evening DINNER at the "COLOMBO" Restaurant. Overnight in Florence.

8th Day—SATURDAY in FLORENCE
Morning sightseeing tour: Pitti Palace, Medici's Chapel, La Signoria, Santa Maria Basilica and Baptistry. In the afternoon, suggested optional tour to Pisa. Overnight in Florence.

9th Day—SUNDAY
FLORENCE to VENICE
Drive from Florence, via the medical town of BOLOGNA, to VENICE. Dinner and overnight in Venice.

10th Day—MONDAY in VENICE
Morning tour on foot: San Marco Cathedral, Doge's Palace, Bridge of Sighs (Ponte dei Sospiri). Afternoon suggested optional Gondola tour. Dinner and overnight in Venice.

11th Day—TUESDAY
VENICE to COMO
Scenic drive thru Romantic Verona, the Lake Region, Gardone Riviera to Como. DINNER and overnight in Como or Milan.

12th Day—WEDNESDAY
COMO - LUGANO - STRESA
From Como, drive into SWITZERLAND for a stop in Lugano and then back into Italy to Stresa, on the shore of the Lake. Dinner and overnight in Stresa or Milan.

13th Day—THURSDAY
STRESA - MILAN - ROME
A full day drive from Milan (City Tour) on to Rome. Overnight in Rome.

14th Day—FRIDAY
ROME to LONDON
Transfer to the Airport for your Jet flight to London. Transfer to the hotel. Overnight in London.

15th Day—SATURDAY
in LONDON
Full day sightseeing. Overnight in London.

16th Day—SUNDAY
LONDON to NEW YORK
Transfer to Gatwick Airport to board your T.I.A. Jet flight back to NEW YORK.



Series T I S

16 Day Tour

ISRAEL

Departures WEEKLY every SATURDAY
Returning on SUNDAY

14 Overnights/16 Days:

[redacted]

Dates of departures from JFK: 1975
JUNE 21, 28 JULY 5, 12, 19, 26 AUGUST 2, 9, 16, 23, 30

[redacted]

1st Day—SATURDAY
NEW YORK to LONDON
Depart from JFK International Airport at 10 PM aboard T.I.A.'s DC-8 stretch Jet for an overnight flight over the Atlantic.

2nd Day—SUNDAY—LONDON
Upon arrival at Gatwick Airport you will be met by our Representative who will supply your transfer to the hotel in London. Remainder of the day at leisure. Overnight in London.

3rd Day—MONDAY
LONDON to ISRAEL
Transfer to Heathrow Airport for your Jet flight to Israel. On arrival at Ben Gurion Airport you will be met by our Representative who will supply your transfer to the Hotel in Tel Aviv. Overnight in Tel Aviv.

4th Day—TUESDAY—TEL AVIV
Day at leisure. Overnight in Tel Aviv.



5th Day—WEDNESDAY
FULL DAY TOUR OF ASHDOD—ASHKELON—BEERSHEBA
Depart Tel Aviv — visit Ashdod — Ashkelon with the National Park — Yad Mordechai — Beersheba — University of the Negev. Overnight in ARAD or BEERSHEBA.

6th Day—THURSDAY
FULL DAY TOUR OF DEAD SEA —MASSADA—JERICHO
Visit Sdom — Dead Sea — Massada excavations — Qumran — Jericho — Hisham Palace — possibility to bathe in the Dead Sea. Overnight in JERUSALEM.

7th Day—FRIDAY
FULL DAY TOUR OF THE OLD CITY—MT. ZION—MEA SHEARIM
Visit Hadassah Medical Center — Mt. Herzl — Military Cemetery — Yad Vashem — Bypass Hebrew University — Knesset — visit Shrine of the Book — visit Mt. Zion — King David's Tomb — Cenaculum — Drive through Mea Shearim. Overnight in JERUSALEM.

8th Day—SATURDAY
SABBATH
Day at leisure. Overnight in JERUSALEM.

9th Day—SUNDAY
FULL DAY TOUR OF NEW CITY —BETHLEHEM—HEBRON
Visit Old City — Western Wall — Dome of the Rock — Via Dolorosa — Church of the Holy Sepulchre. Drive to Rachel's Tomb — Church of the Nativity in Bethlehem — Solomon's Pool — pass by Gush Etzion — Shepherd's Fields — visit Cave of Machpelah in Hebron. Overnight in Jerusalem.

10th Day—MONDAY
FULL DAY TOUR OF LOWER GALILEE
Visit Megiddo — Nazareth with its Churches — Joseph's Workshop — Mary's Well — pass by Cana of Galilee — short tour of Tiberias — visit Capernaum — Tabgha — pass by Mt. of Beatitudes. Overnight in HAIFA or in a Kibbutz.

11th Day—TUESDAY
FULL DAY TOUR OF GOLAN HEIGHTS—SAFED—ACRE
Drive along Golan Heights — visit former Syrian Bunkers — Banias Springs — Synagogues and Artists' quarter in Safed — visit Acre, short tour including Old City. Overnight in HAIFA.

12th Day—WEDNESDAY
FULL DAY TOUR OF HAIFA & COASTAL PLAIN - TEL AVIV
Short tour of Haifa including Persian Gardens — Panorama Road — Technion Compound — visit Zichron Ya'acov — Rothschild Memorial Gardens — Excavations at Caesarea. Overnight in TEL AVIV.

13th Day—THURSDAY
FULL DAY TOUR OF TEL AVIV & REHOVOTH
Visit Jaffa Artists' Quarter — along main thoroughfares of Tel Aviv pass Z.O.A. House — Mann Auditorium — Helena Rubinstein Art Pavillion — Habimah National Theater — Municipality Building — visit University of Tel Aviv — Ramat Aviv — Rishon-Le-Zion with wine cellars — Rehovot — visit Weizmann Institute of Science. Overnight in TEL AVIV.

14th Day—FRIDAY
TEL AVIV to LONDON
Transfer to Ben Gurion Airport to board your Jet flight to London Airport where you will be met and transfered to your hotel. Overnight in London.

15th Day—SATURDAY
LONDON
Full day city tour of London. Overnight in London.

16th Day—SUNDAY
LONDON to NEW YORK
Transfer from your hotel to Gatwick Airport to board your T.I.A. Jet flight back to New York where you arrive the same day.

Series H L

16 Day Tour

ITALY & THE HOLY LAND

WEEKLY Departures from NEW YORK every SATURDAY, Returning on SUNDAY

14 Nights/16 Days:

[redacted]

Dates of departure from JFK: 1975

JUNE 21, 28 JULY 5, 12, 19, 26 AUGUST 2, 9, 16, 23, 30

[redacted]

DAY-BY-DAY ITINERARY

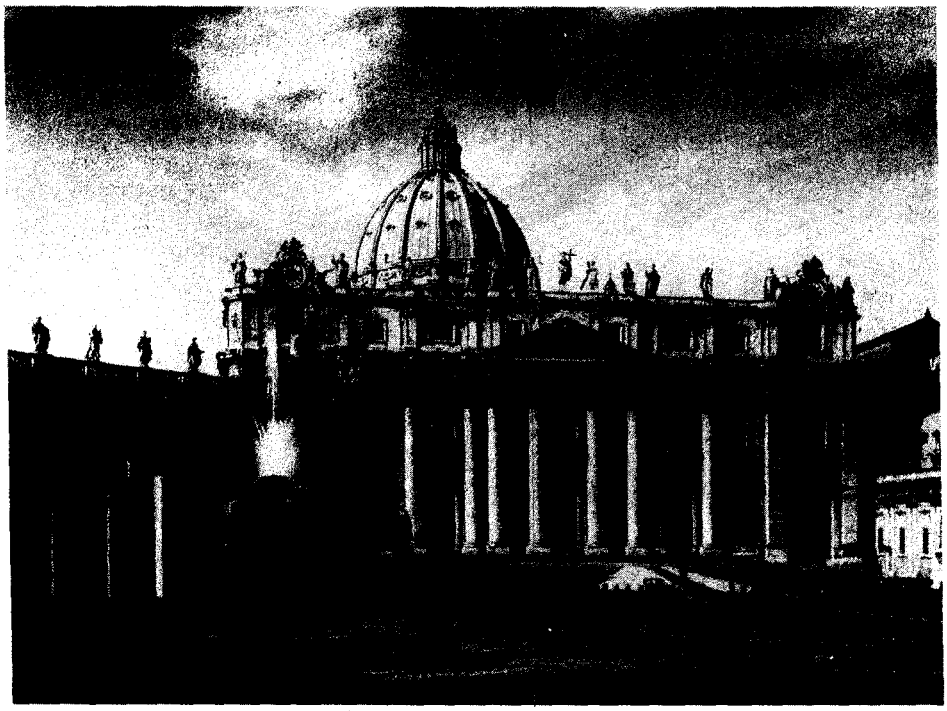
1st Day—SATURDAY
NEW YORK to LONDON
Depart from JFK Airport at 10:00 p.m. aboard T.I.A.'s DC-8 stretch Jet for an overnight flight over the Atlantic.

2nd Day—SUNDAY—LONDON
Upon arrival at Gatwick Airport you will be met by our Representative who will supply your transfer to the hotel. Overnight in London.

3rd Day—MONDAY
LONDON to ROME
Transfer to Heathrow Airport for your Jet flight to Rome where you will be met by our representative and transferred to your hotel. Overnight in Rome.

4th Day—TUESDAY thru 8th Day —SATURDAY in ROME
— One full day sightseeing in Rome.
— PAPAL Audience at the Vatican.
— Suggested optional Tours to NAPLES/CAPRI and/or FLORENCE, VENICE.
Overnight in Rome.

9th Day—SUNDAY
ROME to ISRAEL, THE HOLY LAND
Transfer to the Airport for your Jet flight to ISRAEL. Upon arrival at Ben Gurion Airport you will be met by our representative who will supply your transfer to Jerusalem.



10th Day—MONDAY
JERUSALEM
a.m. Visit of Old City — Christian Shrines — via Dolorosa — Holy Sepulchre, etc.
p.m. Continue visit of Old City, Moslem and Jewish Shrines, Temple Area, Mosques, Wailing Wall etc.

11th Day—TUESDAY
JERUSALEM—BETHLEHEM
a.m. By coach to Mount of Olives, Garden of Gethsemane to Bethlehem, Church of Nativity — return to Jerusalem via visit to Rachel's Tomb.
p.m. After lunch, excursion to Bethany, Jericho, Dead Sea, Qumran — return to Jerusalem for Overnight.

12th Day—WEDNESDAY
JERUSALEM—DEAD SEA—TIBERIAS
a.m. Visit to New Jerusalem, Mount Zion, Museum, Dead Sea Scrolls.
p.m. After early lunch, leave Jerusalem via Samaria to Megiddo and Tiberias — dinner and overnight in Tiberias.

13th Day—THURSDAY
AROUND THE SEA OF GALILEE
a.m. Full day excursion along the shores of the Sea of Galilee, Tabgha, Mount of Beatitudes, Capernaum.
p.m. By boat to Kibbutz Ein Gev and return via Jordan River to Tiberias — Overnight.

14th Day—FRIDAY—TIBERIAS —NAZARETH—HAIFA— TEL AVIV
a.m. Leave Tiberias via Nazareth (visit), continue to Haifa, Mount Carmel, Caesarea on to Tel Aviv —
p.m. Free in Tel Aviv. Overnight in Tel Aviv.

15th Day—SATURDAY
TEL AVIV to LONDON
Transfer to Ben Gurion Airport for your Jet flight to London. Overnight in London.

16th Day—SUNDAY
LONDON to NEW YORK
Transfer to Gatwick Airport for your T.I.A. Jet flight back to New York.

Series M E

16 Day Tour

THE MAG C MIDDLE EAST

WEEKLY Departures from JFK every SATURDAY Returning on SUNDAY

[redacted]

Departures from New York: 1975

JUNE 21, 28 JULY 5, 12, 19, 26 AUGUST 2, 9, 16, 23, 30

[redacted]

1st Day—SATURDAY
NEW YORK to LONDON
Depart from JFK Airport aboard T.I.A.'s DC-8 stretch Jet flight for an overnight flight over the Atlantic.

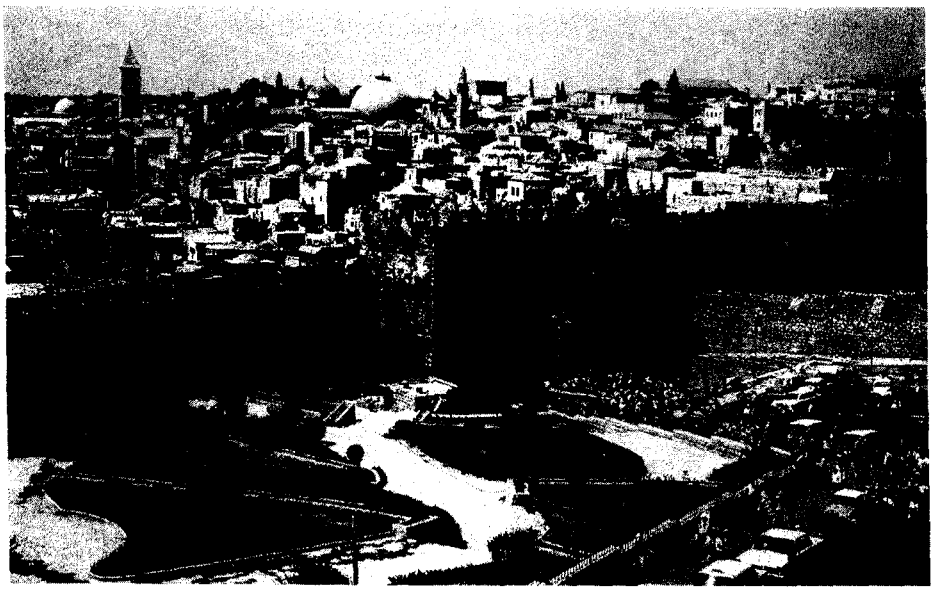
2nd Day—SUNDAY—LONDON
Upon arrival at Gatwick Airport you will be met by our representative who will supply your transfer to the Hotel. Overnight in London.

3rd Day—MONDAY
LONDON to CAIRO (Egypt)
Transfer to the airport for your Jet flight to Cairo, where you will be met and transferred to your hotel. Overnight in Cairo.

4th Day—TUESDAY—CAIRO
We travel to GIZA for a camelback or sand-cart visit to the PYRAMIDS of Pharaoh's Cheops. Chephren and Mykerinos as well as the famous SPHINX. On to MEMPHIS, ancient capital of Lower Egypt, to see the ruins of the TEMPLE OF PTAH and the famous Alabaster SPHINX of RAMSES II.
Our final visit is to SAKKARA with its STEP PYRAMID OF KING UNAS, the Tomb of the NOBLES and the SERAPEUM. In the evening attendance of the SOUND AND LIGHT performance at the Pyramids. Return to Cairo for overnight.

5th Day—WEDNESDAY & 6th Day —THURSDAY—CAIRO
2 days free for optional tour in Cairo and/or Luxor/Asswan.

7th Day—FRIDAY—CAIRO to BEIRUT (Lebanon)
Travel by air from Cairo to Beirut, afternoon city tour. Overnight in Beirut.



8th Day—SATURDAY—BEIRUT
Day free for a variety of optional tours to BYBLOS, BAALBECK, Overnight in Beirut.

9th Day—SUNDAY
BEIRUT to AMMAN (Jordan)
Travel by air from Beirut to Amman, Overnight in Amman.

10th Day—MONDAY—AMMAN
Morning city tour, Afternoon free.

11th Day—TUESDAY
AMMAN to JERUSALEM (Israel)
Transfer by car across the River Jordan (Allenby Bridge) to your hotel. Overnight in Jerusalem.

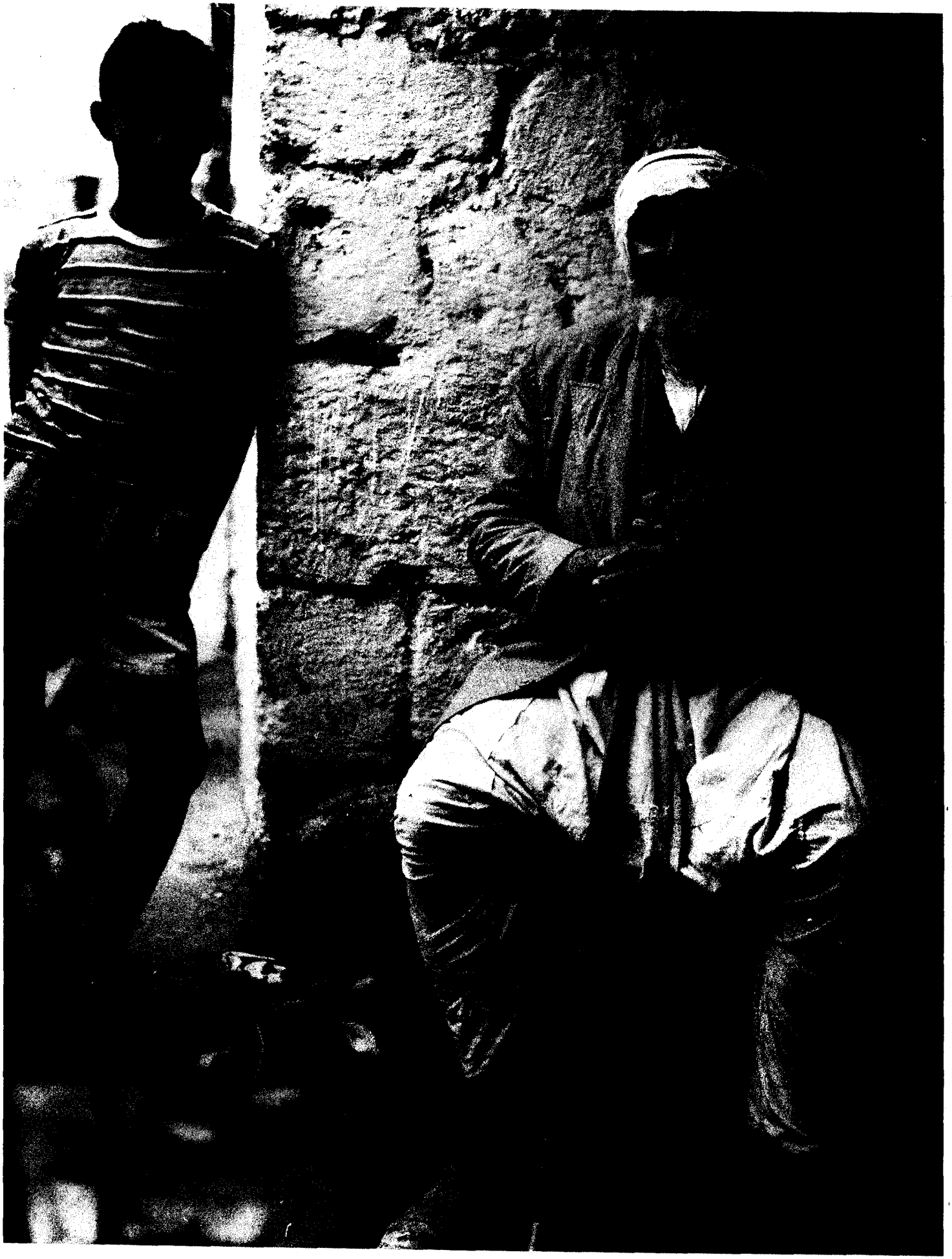
12th Day—WEDNESDAY
in JERUSALEM
a.m. Visit of Old City — Christian Shrines — Via Dolorosa — Holy Sepulchre, etc.
p.m. Continue visit of Old City, Moslem and Jewish Shrines, Temple Area, Mosques, Wailing Wall etc.

13th Day—THURSDAY
JERUSALEM—BETHLEHEM
a.m. By coach to Mount of Olives, Garden of Gethsemane to Bethlehem, Church of Nativity — return to Jerusalem via visit to Rachel's Tomb.
p.m. After lunch, excursion to Bethany, Jericho, Dead Sea, Qumran — return to Jerusalem for overnight.

14th Day—FRIDAY
JERUSALEM—GALILEE—
SEA OF GALILEE
a.m. Leave Jerusalem via Samaria to Tiberias — lunch.
p.m. Excursion along the Sea of Galilee, Tabgha, Mount of Beatitudes, Capernaum. Overnight in Tiberias.

15th Day—SATURDAY
TIBERIAS—NAZARETH—
TEL AVIV
a.m. Leave Tiberias for Nazareth (visit), continue drive via Caesarea. — visit — to Tel Aviv — Hotel accommodation. p.m. free.

16th Day—SUNDAY—TEL AVIV
LONDON—NEW YORK
Transfer to Ben Gurion airport for departure by air to LONDON to connect your T.I.A. Jet flight back to NEW YORK.



Series AQ/OR

16 Day Tour

GREECE & CRUISE

7-Day Cruise thru the GREEK ISLANDS and TURKEY aboard TSS 'ORION'

FORTHNIGHTLY: Departures from NEW YORK on SATURDAY. Returning on SUNDAY

14 Overnights/16 Days:

[redacted]

Dates of Departures from JFK: 1975

JUNE 28 JULY 12-26 AUGUST 9-23

[redacted]

1st Day—SATURDAY
NEW YORK to LONDON
Depart from JFK Airport at 10:00 p.m. aboard T.I.A.'s DC-8 stretch Jet for an overnight flight over the Atlantic.

2nd Day—SUNDAY in LONDON
Upon arrival at Gatwick Airport you will be met by our Representative who will supply your transfer to the Hotel. Overnight in London.

3rd Day—MONDAY in LONDON
Full day city tour. Overnight in London.

4th Day—TUESDAY
LONDON to ATHENS
Transfer to Heathrow Airport to board your Jet flight to ATHENS where you will be met and transferred to your Hotel. Overnight in Athens.

5th Day—WEDNESDAY and
6th Day—THURSDAY in ATHENS
One full day sightseeing and one day free for optional Tours.

7th Day—FRIDAY—CRUISE
Morning free in Athens for shopping or other personal activities. In the afternoon, embarkation aboard the TSS "ORION." Sail at 6:00 P.M.

8th Day—SATURDAY
HERAKLION (Crete)
Arrive at 7:00 A.M. Visit Knossos, a 4,000-year-old palace and the unique museum of Heraklion. Sail at noon.
SANTORINI. Arrive at 4:30 p.m. Take a donkey ride to the city and savor Cycladic architecture in a unique setting. Sail at 8:00 p.m.



9th Day—SUNDAY—RHODES
Arrive at 7:00 a.m. Your sightseeing tour takes you through the medieval city built by the knights of St. John and continues along the eastern coast to the cliffside Acropolis of Lindos. Sail at 8:00 p.m.

10th Day—MONDAY
KUSADASI (Ephesus)
Arrive at 6:30 a.m. A short car ride takes you to the most impressive field of excavations of the last decade. Sail at noon.

11th Day—TUESDAY
ISTANBUL
Arrive at 9:30 a.m. and spend all day and night exploring the charms of this intriguing capital.

12th Day—WEDNESDAY
ISTANBUL
Sail at 11:45 a.m. through the Sea of Marmara.

13th Day—THURSDAY
DELOS (if weather permits)
Arrive at 9:30 a.m. for a memorable visit to the ancient sanctuaries and elegant residential sections (Mosaics, Lions' Terrace, Museum). Sail at 1:00 p.m.

MYKONOS
Arrive at 1:30 p.m. and spend your afternoon shopping in the numerous boutiques or tasting local delicacies at the outdoor cafes and tavernas to the sound of bouzouki. Sail at midnight.

14th Day—FRIDAY
PIRAEUS (ATHENS)
Arrive at 7:00 a.m. Disembark after breakfast. Transfer to the hotel. Overnight in Athens.

15th Day—SATURDAY
ATHENS to LONDON
Transfer to the Airport for your Jet flight to London. Overnight in London.

16th Day—SUNDAY
LONDON to NEW YORK
Transfer to the Airport for your T.I.A. Jet flight back to NEW YORK.

Series J U P

16 Day Tour

GREECE & CRUISE

7-Day Cruise thru the GREEK ISLANDS and EGYPT. aboard MTS "JUPITER"

FORTHNIGHTLY: From NEW YORK on SATURDAY, Returning on SUNDAY

14 Overnights/16 Days:

[redacted]

Dates of Departures from JFK: 1975

JUNE 21 JULY 5, 19 AUGUST 2, 16, 30

[redacted]

1st Day—SATURDAY
NEW YORK to LONDON
Depart from JFK. Airport at 10:00 P.M. aboard T.I.A.'s DC-8 stretch Jet for an overnight flight over the Atlantic.

2nd Day—SUNDAY in LONDON
Upon arrival at Gatwick Airport you will be met by our Representative who will supply your transfer to the Hotel. Overnight in LONDON.



3rd Day—MONDAY—LONDON
One full day city tour.
4th Day—TUESDAY
LONDON to ATHENS
Transfer to the airport for your Jet flight to ATHENS where you will be met and transferred to your Hotel. Overnight in ATHENS.
5th Day—WEDNESDAY to
7th Day—FRIDAY in ATHENS
One full day city tour. Two full days free for optional Tours.
8th Day—SATURDAY—CRUISE
Morning free for shopping or other private activities. In the afternoon, embarkation aboard the MV. "JUPITER"
9th Day—SUNDAY—At SEA
10th Day—MONDAY
ALEXANDRIA (Egypt)
(31 Hours in Port) Arr. 7:00 A.M., one-day excursion to CAIRO (optional) available on request.
11th Day—TUESDAY
ALEXANDRIA
Sail at 2:00 P.M.
12th Day—WEDNESDAY
ISLAND of RHODES
(7 hrs. in Port)
Arrival at 1:00 P.M. Sail at 8:00 P.M.
13th Day—THURSDAY
CRETE and SANTORINI
The Cruise Ship will call at HERACLION (Crete) for 5 Hrs. and SANTORINI for 4 hours.
14th Day—FRIDAY
PATMOS and MYKONOS
(or DELOS)
The port calls will be at PATMOS for 4 Hours and MYKONOS or DELOS for 7 Hours.
15th Day—SATURDAY
ATHENS to LONDON
The Cruise Ship will dock at 7:00 A.M. at PIRAEUS. Transfer to the Airport for your Jet flight to London. Overnight in London.
16th Day—SUNDAY
LONDON to NEW YORK
Transfer to Gatwick Airport to board your T.I.A. Jet flight back to New York.

CONTRACT

WHAT AN AMERICAN LLOYD INC. PACKAGE INCLUDES TRANSATLANTIC AIR TRANSPORTATION.

TRANSATLANTIC AIR TRANSPORTATION.
Air transportation from NEW YORK JFK Airport to Gatwick Airport (London) and return, via chartered T.I.A. (Trans-International Airlines), a certificated supplemental airline (the Air Travel Service of Trans-America Corporation).
T.I.A. will employ a super DC-8 Jet Aircraft, 254 seats Economy Class configuration. In the event T.I.A. delays any departure or they are unable to perform, provision of part 208 (as modified) of the Civil Aeronautic's Board Economic Regulations shall govern (relating to furnishing alternate transportation and otherwise). Air carrier and tour operator reserve the right to substitute alternate aircraft.
AIR TRANSPORTATION BEYOND LONDON in Tourist Class via any I.A.T.A. — scheduled Carrier and in some cases via chartered jet Flights.
BAGGAGE: Each tour participant is allowed a total of 44 Pounds of Baggage. Any excess baggage will be charged for as per airlines' Tariff. American Lloyd Inc. cannot be responsible for any loss or damage to the tour Participant's baggage or belongings.
AIR CARRIER'S LIABILITIES.
Pursuant to tariffs filed with the U.S.C.A.B., Trans-International Airlines has agreed that the provisions of the treaty known as the Warsaw Convention are applicable to the Air transportation on these Tours.
This Convention, in most cases, limits the liabilities of direct Air Carriers and other Air Carriers for the death or personal injury of Passengers to approximately $8,300 Except to the extent that T.I.A. agreed to higher limits of approximately $75,000.
SURFACE TRANSPORTATION:
Between cities in Europe and the Middle East by motorcoach or trains (Operator's choice).
AIRPORT AND PORT TAXES:
included wherever charged.

LAND ARRANGEMENTS

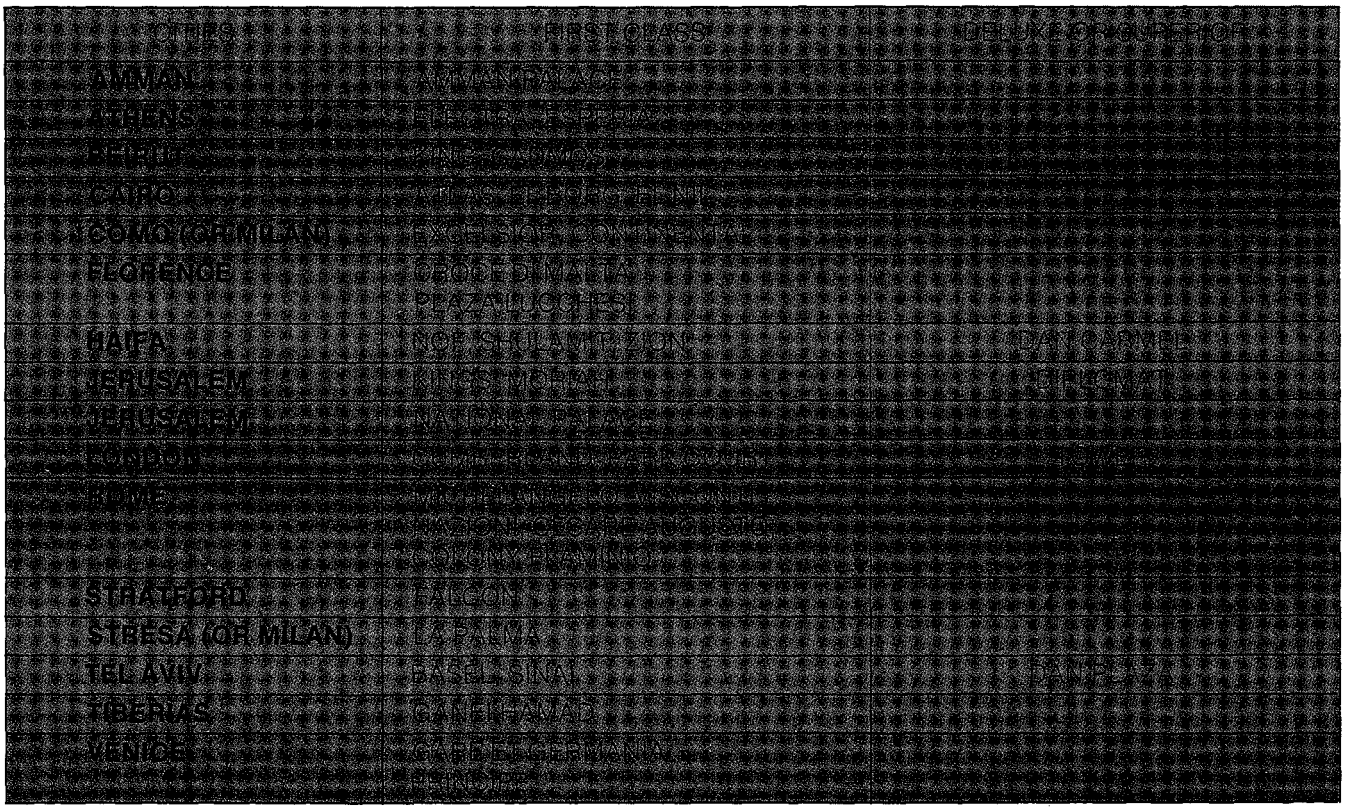
HOTEL ACCOMMODATION:
in twin bedded rooms with private bath EXCEPT in Tourist class (Regent Palace, London) where no private facilities but adequate bathrooms are available on each floor.

MEALS: The following meals are provided on each Tour (Series)
Series "UK" England
—English Breakfast (daily) in London, Stratford-on-Avon, and Bath.
Series "HY" Holy Year in Italy
—Daily English Breakfast in London and Continental Breakfast in Italy
—in Rome 2 dinners in special restaurants (Buca dei Papi, Taberna Ulpia)
—In Florence one dinner at the "Colombo"
—Daily Dinner in the Hotel in Venice, Como, Stresa, or Milan.
Series "TIS" Israel
—English breakfast in London.
—Full Israeli breakfast in Israel
Series "ME" The Magic Middle East
—Continental breakfast throughout (English breakfast in London)
plus
—Daily dinner in Beirut
—2 meals a day (Lunch and Dinner) in Cairo, Amman, Jerusalem, Tiberias.
Series "AQ/OR" and Series "JUP"
—English breakfast in London, continental breakfast and dinner in Athens
—All meals on cruise ships (7 days)
Series "HL" Italy & The Holy Land
—Continental breakfast throughout (English breakfast in London)
plus
—2 meals a day (Lunch and Dinner) in Jerusalem, Tiberias.



LIST OF HOTELS

AMERICAN LLOYD, INC. reserves right to substitute the Hotels listed h under by others in the same categc



CITIES	FIRST CLASS	DELUXE OR SUPERIOR
AMMAN	AMMAN PALACE	
ATHENS	ELECTRA PALACE	
BEIRUT	PHOENICIA INTER-CONTINENTAL	
CAIRO	ATLAS-EL NIL	
COMO (OR MILAN)	EXCELSIOR CONTINENTAL	
FLORENCE	GRAND MINERVA PLAZA LUCCHESI	
HAIFA	NOF HAGALIL ZION	DAN CARMEL
JERUSALEM	KING DAVID	
JERUSALEM	NATIONAL PALACE	
LONDON	HOWARD-RUSSELL-PARK COURT	
ROME	EXCELSIOR-FLORIDA MAJESTIC-GRAND	
STRATFORD	FALCON	
STRESA (OR MILAN)	LA PALMA	
TEL AVIV	BASEL SINAI	DAN
TIBERIAS	GALEI KINNERET	
VENICE	GRAND-DANIELI EXCELSIOR	

*Second Class Hotels **Series "HL" and "ME" ***For Tourist class, Regent Palace Hotel will be supplied

SERVICE CHARGES AND LOCAL TAXES: Included

TRANSFERS, ASSISTANCE AND PORTERAGE:
Every where, at Airports, Railway Stations and Hotels.

SIGHTSEEING:
By Air-Conditioned Pullman motor-coaches, Guide and all entrance fees to sites visited in:
—ISRAEL for 8 full days
—Other cities, as indicated in each itinerary.

CHILDREN:
Under 2 years of age, free. From 2 to 12 years 50% rebate. Over 12 years full rate.

CRUISE SHIPS:
Those participating in any of our Tours which include a 7-day Cruise aboard TSS "ORION" or MV "JUPITER" (All of Greek Registry) will receive in addition to the trans-atlantic Charter flight, Air Transportation LONDON/ATHENS/LONDON, round trip, Hotel and service in London and Athens, also the following services;

A—Accommodation on board the Cruise Ship, in outside cabins (Minimum rates) with private facilities, based on double occupancy. Single Rooms, Rates on request.

B—All meals starting with Dinner on the day of embarkation, ending with Breakfast on the 8th day before disembarking.

C—In ATHENS, transfers from/to Airport, Pier & Hotels, full day Sightseeing, First class Hotel accommodation in Rooms with private facilities, double occupancy, daily Continental breakfast and dinner.

SHORE EXCURSIONS:
Are not included in the cost of any Package. They can be purchased on board the Cruise Ship. This applies to All Port of calls.

SINGLE ROOMS:
Available against payment of supplement as per Cruise ship's official tariff.

CRUISE SHIP'S RESPONSIBILITY:
The itinerary as published will be followed as closely as possible but the Owners reserve the right to abandon the Cruise for any cause and to change the Itinerary whenever the conditions, in the opinion of the Owners or the Master, render it necessary to do so, in which case neither the Owners, nor AMERICAN LLOYD, INC. will be responsible for any loss or expenses caused to passengers in consequence. The Owners also reserve the right to cancel a cruise at any time, in which case any deposit or passage money paid by the passengers will be refunded in full. The Owners and their Agents reserve the right to refuse to accept any person as a passenger for any reason whatsoever. Every effort will be made by the Owners, and AMERICAN LLOYD, INC. to ensure the safety and comfort of passengers but they do not accept responsibility for any loss or injury of any kind to any person(s) which may be caused through their transportation or participation in arrangements organized by their Agents. Refund of the unused Cruise portion shall be the sole liability of the Owners, and AMERICAN LLOYD, Inc.

GENERAL CONDITIONS

(Integral Part of the Contract)

RESERVATIONS. A deposit of $100. per person is required at the time of Reservation. The balance is due NOT LATER than 60 days before departure date.

PAYMENTS. All checks or money orders by the Tour Participant MUST be made payable to the order of the IRVING TRUST CO. (AL/Escrow Acc.)

To safeguard tour participants, AMERICAN LLOYD, INC. in accordance with the C.A.B. Regulations, is making use of a combined Surety Bond/Depository agreement for all Tours Set forth herein.

A Surety Bond in the amount of $110,000.00 has been issued by SEABOARD SURETY COMPANY, 90 William Street, New York. N.Y. 10038. protecting each Tour participant to the extent of the Tour Price. The Surety will be released from any Liability to a Tour Participant under the Bond unless a written claim is filed with AMERICAN LLOYD, INC., 444 Madison Avenue, New York, N.Y.10022 or Seaboard Surety Co., within 60 days after completion date of the Tour.

CANCELLATIONS: Cancellation by a Tour Participant is effected only when received in writing by your Travel Agent or American Lloyd, Inc.

—Cancellations effected more than 45 days prior to departure date, FULL REFUND.

—Cancellations effected between 30 and 45 days prior to departure date, $100 in cancellation fees per person.

—Cancellations effected less than 30 days prior to departure date, only monies that can be recovered by American Lloyd, Inc., will be refunded.

—In all cases where a substitute Tour Participant is found, FULL REFUND will be made less $25 retained as Service fees. In the event of a price increase in, or a change of itinerary of any tour before commencement thereof, the Participants will be entitled to cancel without any penalty.

PROTECTION AGAINST CANCELLATION FEES. (Ask your Travel Agent for an application form) When illness or injury requiring the immediate care and attendance of a physician or surgeon prevents you from leaving with the group (when cancellation fees become applicable) a large part of your air travel investment becomes non-refundable.

Why lose out when you cancel out? the AIR FARE PROTECTOR will refund the non-refundable.

To protect your investment, you need the low-cost Air Fare Protector underwritten by Continental Casualty Company of Chicago, Illinois. In the event you are personally disabled by sickness or injury and must cancel all or part of your trip, you will be reinbursed for the amount of the air fare not refunded, or the additional air fare incurred, as described below in Items 1, 2 and 3.

1—If you miss the initial flight because of injury or sickness, YOU ARE PAID the non-refundable portion of your air fare.

2—If you become ill or injured enroute, YOU ARE PAID the full cost of economy flight fare to return to the initial point of departure.

3—If you become sick or hurt enroute, but wish to rejoin the group later, YOU ARE PAID the full economy flight fare to catch up with your original tour (if the amount is not more than the return cost).

All payments are subject to the amount of insurance you select. Therefore, be sure to select sufficient insurance to cover the maximum loss you would sustain as described above.

NOTE: Amount of Premiums, on request.

BAGGAGE AND ACCIDENT INSURANCE. This is available and on request, American Lloyd, Inc. or your Travel Agent will furnish details thereof.

EXCLUSION FROM TOUR. American Lloyd, Inc. reserve the right to require any tour participant to withdraw from any tour at any time if, in the opinion of American Lloyd, Inc., that tour participant's acts or conduct are detrimental to, or not compatible with, the general welfare, comfort, harmony or interest of the tour as a whole. The tour participant would then receive a refund covering the unfinished portion on that tour as soon as possible from American Lloyd, Inc., which shall be the full extent of the obligation or liability of American Lloyd, Inc., to such tour participant.

TOUR(S) CANCELLED. American Lloyd, Inc. reserves the right to cancel any tour prior to departure for any reason whatsoever, including insufficient number of participants. In the event of such cancellation, the sole obligation of American Lloyd, Inc., shall be to refund the entire payment received from the tour participant. Refund will be handled directly by Irving Trust Co., the depository bank.

POSSIBLE CHANGES. Because of unavoidable or unforeseen changes in transportation schedules or for any other reason, it may become necessary or advisable to extend or curtail your tour. Any resultant savings will be passed on to the tour participants, while additional expenses shall be absorbed by American Lloyd, Inc.

UNUSED SERVICE. NO REFUNDS will be made for missed sightseeing, transfers and hotel accommodation, nor for interrupting the Cruise at any port for any cause whatsoever.

BAGGAGE LIMITATION AND LIABILITY. AMERICAN LLOYD, INC., cannot be responsible for any loss or damage to the tour participant's baggage or belongings. Each tour participant is allowed a total of 44 pounds baggage. Trans International Airlines' liability for loss, damage, or delay of baggage in connection with air transportation it provides, is limited by its tariff on file with the CAB to approximately $9.07 per pound with a total limit of $400. per passenger for checked or unchecked baggage. The cruise ship, hotel and AMERICAN LLOYD, INC., are not responsible for money, jewelry or other valuables kept in the cabin, room or baggage.

PASSPORTS. Passengers must be in possession of valid passports. Visas are not required for U.S.A. and Canadian citizens. Except for Egypt, Lebanon & Jordan (your Travel Agent will assist you in the obtention of the required Visas).

OUR RATES DO NOT INCLUDE. Cost of Passport and visas nor items of personal nature such as laundry, drinks.

GENERAL RESPONSIBILITY

Air and/or Sea Transportation, land accommodations, transfers and any other services for the tours listed herein have been arranged for the tour participant by AMERICAN LLOYD, INC., 444 Madison Avenue, New York, N.Y. 10022, in accordance with inclusive tour charter regulations of the U.S. Civil Aeronautics Board. While AMERICAN LLOYD, INC., as Principal is responsible for providing all tour services and accommodations offered herein, to the tour participant. AMERICAN LLOYD, INC., in the absence of negligence on its part, is not responsible for any personal injuries, property damage or other loss or expense arising out of the negligence or acts of any air carrier, sea vessel, hotel or any person, firm or corporation rendering any of these service or accommodations.

Neither AMERICAN LLOYD, INC., nor any of its affiliates or subsidiaries shall be liable or responsible for any loss, damage, injury or expense to any tour participant, his personal property or otherwise in connection with any accommodations, transportation or other services resulting either directly or indirectly from any causes beyond AMERICAN LLOYD, INC.'s control, including, but not limited to, acts of God, dangers incident to the sea or air, fire, breakdown in machinery or equipment, acts of governments or other authorities, dejure or the facto wars, whether declared or not, hostilities, civil disturbances, strikes, riots, thefts, pilferage, epidemics, quarantines or customs regulations, delays or cancellations of, or changes in Hotels, itinerary or schedules or improper or insufficient passports, visas or other documents, and that neither AMERICAN LLOYD, INC. nor shall any of its affiliates or subsidiaries be or become liable or responsible for any additional expense or liability sustained or incurred by the tour participant as a result of any of the foregoing.

All coupons, exchange orders, receipts, contracts and tickets issued by AMERICAN LLOYD, INC. are issued subject to all the tariffs, terms and conditions pursuant to which transportation, accommodations or other services are provided by various hotel, air carriers, steamship lines, railroads, bus companies or owners or contractors.

The tour participant by acceptance of such coupons, exchange orders, receipts, contracts and tickets, agrees to be bound by all such tariffs, terms and conditions under which transportation, accommodations or other services are provided, and agrees that the responsibility of AMERICAN LLOYD, INC., its affiliates and subsidiaries is as stated herein.

IMPORTANT. All rates mentioned herein are based on costs and rates of exchange in force Jan. 1, 1975.

GENERAL SALES AGENTS

EJM TRAVTOUR LTD.
A Division of Emanuel J. Mizrahi Enterprises, Inc.
WHOLESALE TOUR OPERATORS

444 Madison Avenue,
New York, N.Y. 10022
TOLL FREE (Except N.Y. State)
800-223-5534/5
CALL COLLECT (N.Y. State)
(212) 371-5852

Would you believe Benrus could make you a hero?



Believe!

Benrus makes great watches. Been doing its thing for fifty years, establishing an outstanding reputation for quality and value.

Now Benrus has developed an exciting program that gives employees more buying power for their bucks. (A refreshing turnabout in today's economy).

It's specially designed to work through NIRA members. The basic program can be easily modified to fit your company's policies and practices. Best of all, Benrus provides all the materials and means to implement the program. Practically runs by itself.

The benefits are many: substantial savings for your employees; new revenue to maintain and expand recreation activities; greater opportunities to build employee moral and motivation.

Many of America's major company's have already enjoyed startling success with the Benrus program. And, the new 1975 edition is even bigger and better.

For full details, contact Murray Weiss, Corporate Director of Personnel and Industrial Relations, at 800-243-1318. In Connecticut, call 1-431-1224.

Go ahead. Become a hero!

CIRCLE READER SERVICE CARD NO. 26

CIRCLE READER SERVICE CARD NO. 27

cover story

What's in Store?

Company Stores prove to be excellent source of revenue. Pratt & Whitney Aircraft Club tells about its unique store which features every conceivable kind of product at a discount to employees.

Von Conterno
Manager, Pratt & Whitney Aircraft Club
and
Rich Dowdail
Intern, Pratt & Whitney Aircraft Club

THE scope of industrial recreation has broadened over the years as leaders throughout the country try to attune their programs to the multitude of wants and needs of the people they serve.

Attempts to broaden industrial recreation programs, however, often are met by limited funding. Just financing an established program, with today's higher costs, has become a major problem. As a result, additional sources of revenue are needed.

A club retail store has been established at the Pratt & Whitney Aircraft Club in East Hartford, Connecticut, as a major source of revenue for an expanded industrial recreation program. The store's service to club members is two-fold, providing a wide variety of retail merchandise at low prices and providing additional monies for the club's recreational activities.

The successful operation of a retail store has played a major role in the expansion of the recreation program at the P&WA Club in the past three years.

The store was born

THE store at the P&WA Club had modest beginnings. Initially, in 1971, the club maintained a small sales desk where logo jewelry and holiday candy were the only items sold.

In 1972, the small sales operation was replaced by a retail store which offered fair traded items purchased by the club through premium salesmen. A 5 percent markup on goods covered only the expense of operating the store. Still, as a result of the expanded retail operation, gross sales in 1972 were double those of the previous year.

The philosophy of the retail sales operation at the P&WA Club through 1972 was not to generate revenue but only to offer club members the discounted merchandise as a service. But that philosophy was soon to change.

By 1973, it was apparent that another source of revenue was needed to operate an effective recreation program for P&WA Club members. The club store, based on its success in 1972, seemed to be the answer.

The club store was established as a revenue maker in 1973 when the fair traded merchandise was marked at 15 percent above cost, still well under the prices at area retail stores. As a result of the markup and an increase in the volume of merchandise sold to members, gross sales jumped 92 percent above the year before. The promise that the store held as a source of revenue was being realized for the first time.

In early 1974, a decision was made at the club to drop most of the fair traded merchandise from the inventory and offer regular retail merchandise at a 20 percent markup over cost. Twenty per cent was the limit established for the markup because higher prices would place the club store in competition with local retail stores.

Offering name brand merchandise at discount prices proved to be popular with members — gross sales increased another 12 percent in 1974. Revenue from the store was the third largest source of income for the P&WA Club last year, ranking after vending commissions and membership dues.

P&WA Gift Shoppe

THE P&WA Club Gift Shoppe, as the club store is known, offers a wide variety of retail merchandise and services to club members and their families. Retail items include jewelry, radios, clocks, sporting goods, jackets, sweaters, calculators and small novelty items, to name a few. Catalog sales include automotive, home-repair and garden tools.

Services offered through the store include film processing and developing, watch and electric shaver repair and golf and tennis equipment repair.

Many of the products offered by the P&WA Club store are distributed by NIRA associate members. The products include Benrus watches, Revlon cosmetics and Champion sportswear. Technicolor Film Sales and Processing, a NIRA Associate, accounted for 22 percent of the store's 1974 gross sales.

Serves four plants

THE P&WA Club serves four Pratt & Whitney Aircraft plants in Connecticut. The main store serving the large East Hartford plant is staffed by two employees. Most of the merchandise for all four store locations is shipped to the East Hartford store where it is priced and marked for inventory. Goods are then distributed to the three other store locations where small sales desks are maintained.

Many recreation leaders have not considered operating a retail store because of space limitations. The P&WA Club, also limited in space, operates successfully in an area of only 584 square feet.

The space problem will be reduced even more when the store completes its conversion to a computerized inventory control system which will use Pratt & Whitney Aircraft's data processing equipment. The new system is designed to eliminate a physical inventory and over-ordering. The system also will provide the staff with a weekly inventory check, to determine short-range needs and prevent selling out of an item.

Under the computerized system, merchandise is identified, categorized and counted. Special price tickets are attached to items when they are received. When an item is sold, the ticket stub is sent to the computer for deletion from inventory.

The retail store at the P&WA Club has evolved from modest beginnings into a well-organized operation which has provided the club with additional revenue for its industrial recreation program. Club members have responded favorably to sales of discount merchandise through the club and they have benefited in more than one way from their patronage.

For more information on company stores, contact us at P&WA, 200 Clement Rd., East Hartford, Conn. 06118.



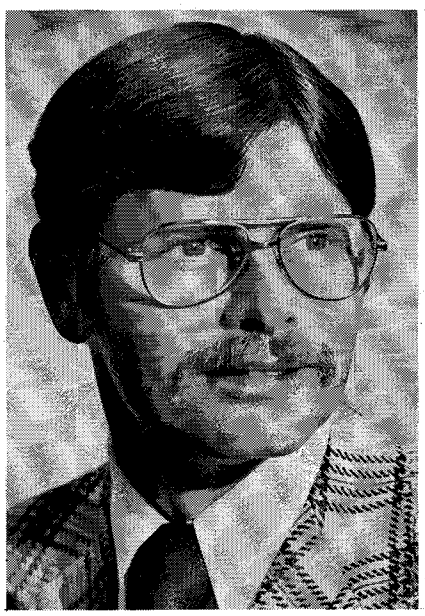




The Company Newspaper — How to Make it 'Write'

Recreation professional tells how he puts together company newsletter

by John Bowman
Recreation Director
Burns Harbor Activities Assn.



THE Burns Harbor Activity Association, Inc. was formed in June 1973, when a group of employees received approval to organize. Two hundred twenty employees joined during its initial membership drive. Since its inception, membership has grown to 2,400, approximately one-third of all Burns Harbor Plant's employees.

Simultaneous with this growth, have been the various activities, events, clubs, leagues and other related recreation programs.

The Newsletter

TO continue the growing membership pace, the need to publicize the numerous activities of the Association was recognized. On this basis, the BHAA Board approved the idea of financing a newsletter to disseminate information, and the first newsletter was printed in July 1973. The first five issues were edited by a Corporation Industrial Relations Assistant, Don Spang, who was instrumental in the organization of the Association.

The **Newsletter,** a monthly publication, provides a needed communication for the Activity Association. It publicizes the results of various events, supplies information about each club and league and provides advertisements on travel programs. It includes a calendar of events and tells how to join the Walt Disney Magic Kingdom Club and others, such as Six Flags.

The **Newsletter** is the responsibility of the Industrial Relations Assistant — Recreation and the Director of Recreation, working with the Association. Therefore, club presidents, league supervisors, events chairmen or any member submit all articles to them by the 15th day of each month for editing and "layout."

(I have no formal education in journalism, but feel a course or two in journalism would be helpful for those engaged in such activities.)

The printers provide advice on blocking certain advertisements and articles. As soon as the **Newsletter** is printed, it is folded, stapled, labeled by volunteers and mailed.

Pictures are taken by participants of the various programs. The Activity Association has purchased a camera for the purpose of taking the many pictures during the activities. This has worked out well — usually the **Newsletter** contains seven to nine pictures.

Future plans call for the Camera Club (now in formation) to cover the various programs and events.

This past July, the **Newsletter** was a four-page publication with a readership of 1,200. The printing cost of the issue was $89.44; mailing amounted to $91.67.

Since August, the **Newsletter** has expanded to six pages (due to the growth of programs, activities, clubs and leagues) and its reading public steadily increases with the monthly growth of membership. On this basis, the cost of the December issue amounted to $300 in printing costs and $118.26 in mailing costs for some 2,000 members.

The January issue of the publication was mailed to all 6,975 employees of Bethlehem Steel's Burns Harbor Plant. It cost $494.87 to print and $438.74 to mail. The Board of Directors approved the annual mailing of one BHAA **Newsletter** to all employees. As a result, many new members were added to the mailing list.

The February issue went to eight pages with the publication arranged in sections to include social events — sports — business and a calendar of events. Some 2,550 members received the February publication.

Time Consuming

WE start piecing the different articles together on or near the fifteenth of the month.

TIME INVOLVED

Writing of various articles	6-8 hours
Editing	2-3 hours
Layout	2-3 hours
Proofreading at printer	1 hour
Folding - stapling - labeling	6 hours
Total	17-21 hours

We start the 15th of each month — take it to the printer on the 20th. It's back from the printer on the 25th or 26th and in the mail by the 27th. People receive it the 1st or 4th of each month.

Goals

1. **Recognition** for those who are participating in the programs.
2. **Advertising** future events and activities.
3. **Promoting the philosophy** and purpose of the Association which is to further the social and physical welfare of all employees of the Bethlehem Steel Corporation, Burns Harbor Plant, through

social and recreational activities.

4. **Providing** communication about all phases of the Association.
5. **Promoting** NEW Programs.

As this article was being written, the following clubs, promoted in the previous two months' issues of the *Newsletter*, are being organized:

a. belly dancing
b. bridge
c. ceramics
d. motorcycle
e. volleyball league
f. camera club

About the Association

THE Burns Harbor Activity Association, Inc. is the recreational and social organization at the Bethlehem Steel Burns Harbor Plant in Northwest Indiana. This Activity Association is chartered with the State of Indiana as a non-profit incorporation for the purpose of furthering the social and physical welfare of Bethlehem Steel's employees through social and recreational activities.

All employees and their families of the Burns Harbor Plant are eligible for membership by paying monthly dues of $1.

The administration of the Association consists of a Company paid Director of Recreation and an 18-member Board which represents designated areas of the Plant.

Those interested in further information about the BHAA can write me c/o BHAA, Bethlehem Steel Corp., Box 248, Chesterton, Indiana 46304. □


BURNS HARBOR ACTIVITIES ASSOCIATION

NEWSLETTER

Bulk Rate U.S. Postage PAID Chesterton, In. 46304 Permit No. 88

Volume 3, No. 2 — BURNS HARBOR PLANT — February, 1975

LAS VEGAS JACKPOT WON By McGrew and White

WHITE AND McGREW WIN VEGAS TRIP

The Burns Harbor Activity Association's five-week Membership Drive-Contest ended on Friday, December 20th. During this period 581 Bethlehem Steel employees became members of the Activity Association at the Burns Harbor Plant.

The Membership Drive-Contest consisted of 17 B.H.A.A. members. These recruiters competed for a free trip to Las Vegas, cash awards and many other prizes. First prize, the Las Vegas Trip on March 7th through March 10th, was awarded to the recruiter having the most NEW members. The winner was James White. Jim recruited an amazing 149 members in five weeks. Jim, 31, a Motor Inspector in the Stripping Mill, has been an employee of Bethlehem Steel for 8½ years. Jim is also the Recording Secretary for Local 6787 United Steelworkers of America here at the Burns Harbor Plant.

Jim has competition from all, especially Ed Leach. Ed recruited a total of 100 new members. Ed, age 30, and his wife have one daughter. A Mechanical Millwright, Ed has been employed with Bethlehem Steel for 8½ years. He is also active in the Activity Association's Scuba Club.

Significantly, Ed had the distinction of recruiting the lucky young lady, Golenia McGrew, who won the other Las Vegas Trip given in the Activity Association's drawing January 7th. Golenia lucky joined on the last day of the Contest!

"Of all 2,280 B.H.A.A. members I sure am fortunate to be the lucky one," exclaimed Golenia, a Laborer in the Shipping Section of the 80" Hot Mill. Thirty-five year old Golenia and her husband have one boy and four girls. Golenia has been with Bethlehem Steel for a year and a half and likes to join the B.H.A.A. Women's Softball League this summer.

Pictured left to right: Jim White, Golenia McGrew, Vegas Winners and Ed Leach, who recruited Golenia.

Other recruiters during the Membership Drive who did a good job for the Association were Dan Moor who signed 66 new members, Judy Rus with 42, John Cerino and Joe Morris each with 36, David Koch and John Roka who each recruited 25. Mike Carbine, Jack Edwards, Tom Griffiths, Jim Donley, Russ Fenue, Bob Fitts, Bruce Tisdale and Larry Giffin recruited 23, 17, 16, 11, 6 and 2 members respectively.

"The Board thanks these recruiters who made the Membership Drive-Contest a BIG SUCCESS," commented Bill Benzinger, Chairman of the Membership Committee.

All Activity Association members were eligible for the Firm over Drawing of the Association (excluding the 18 Board of Directors and the Director of Recreation) for the free Las Vegas Trip that Golenia won plus tickets to other B.H.A.A. sponsored events.

Other winners and the events to which they won tickets for are: G.L. Winters, K.W. Wesley, B.H. Rogala, L. Wade, J.E. Bigalke — Dinner-Dance March 1; T.Y. Bullock — Bobby Vinton Concert January 18; K.L. Stoffa — DJ. vs. Northwestern Basketball Game January 18; K.E. Willis — Chantal Pride Concert February 16; E.J. Tobeseh — Bulls vs. Bucks February 21; G. Monolovich — Hawks vs. Washington February 23; M.L. Kowal — Cougars vs. Vancouver February 25; H.C. Mangum — Bulls vs. Boston March 11; P.G. Norton — Purdue vs. Minnesota March 8; and J.F. Kane — Four Seasons Concert, March 7.

Editor's Note — Congratulations to all the winners! Those recruiters and winners who have not yet stopped in at the Activity Association's office in East Office Building) to receive their prizes and awards please do so as soon as possible.

MOTORCYCLE CLUB

A group of people have approached the Activity Assn. concerning the organizing of a club for the motorcyclists employed at Bethlehem Steel, Burns Harbor Plant.

The club will consist of two divisions, one being for touring bikes and the other for all-the-road or dirt bikes.

Club name and patch will be voted on by all at a later date. A meeting will be held to elect the following officers: President, Vice President, Treasurer, Master at Arms, Road Guards. Officers will be needed for each division and a Club Constitution and By-Laws will be adopted by the membership of the club.

Those wanting more information may contact the B.H.A.A. office 787-2202.

CAMERA CLUB

On January 15th a meeting was held for those who were interested in organizing a B.H.A.A. Camera Club. An enthusiastic group of twenty-two attended this meeting. A committee of seven was formed to help get this club started. This organizational committee met again on January 21st to develop a camera program. The second meeting for all B.H.A.A. camera enthusiasts will be held on January 28th in the Auditorium. Cameras and pictures were brought by each person for viewing and discussion.

Regular meeting dates are unknown at the time of this article being written. Please watch the bulletin boards or calendar of events for this schedule.

Editor's Note — Congratulations to all the winners! Those recruiters and winners who have not yet stopped in at the Activity Association's office in East Office Building to receive their prizes and awards please do so as soon as possible.

CALENDAR OF UPCOMING EVENTS

PAGE 6

The Quest to Find the Best Professional to Edit, Design & Print Company Publication

By Sandra Patterson
Editor, *Coinage*
Continental Bank, Chicago



YOU'VE just been handed the assignment of starting a professional-looking employee publication, and as a recreation director whose writing efforts have been confined to memoranda and program schedules, you may be at a loss as to how to begin.

First, you must decide the purpose your publication is to serve. Will it be the employees' primary source of information about personnel policies and company business developments? Will it be used to promote employee activities and events? Or is its primary objective to make employees feel closer ties with the organization by telling them about the activities of others who work for the company? To appeal to the broadest possible readership it probably will be a combination of all of these.

Set Your Objectives — Finding An Editor

The objectives you set for the publication will help you determine the type of person you should look for to edit it.

Ideally, your editor already will have a background in employee communications, but if such a specialist is not available in your area, an editor who has worked for a consumer or trade publication could do just as well. Whatever his or her background, the editor must have all the skills it takes to produce an issue of your publication from start to finish. The editor should not only know how to plan an issue, interview and write, but also how to take photographs, do layouts, crop pictures and communicate with printers.

If you select an editor who has a degree or some college training in journalism in addition to several years of work experience, he can help you make some of the decisions that go into starting a publication from scratch. For instance, your editor can help you decide whether a newspaper or magazine would best fit your communications needs, how often it should be published and the kinds of articles that would be of the most interest to your employees.

The best place to start looking for an editor is through the placement service of the local chapter of a professional journalism organization such as the International Association of Business Communicators, the placement office of the school of journalism at a nearby state university or in the positions-wanted sections of journalism trade publications such as *Printer's Ink*, *Quill & Scroll* and *Editor & Publisher*. You could also try advertising in the local newspaper or contacting an employment agency that specializes in communications personnel.

The samples of his work an applicant brings to the job interview will tell you a lot about his capabilities. Are the articles he presents as samples of his work lively and interesting, or are they dull and hard to follow? If a publication he has edited contains a photograph of a presentation ceremony, is it the

usual check-and-handshake situation, or has he tried to treat this often-photographed subject in a new way? Are his page layouts open and readable, or do they appear cluttered and confusing?

Be sure to ask the applicant if he did anything during his previous job to improve his publication or if he initiated any new projects. Find out if he has any ideas he'd like to carry out in this new job. You need an innovator and self-starter as your editor, and this is one way you can find out if the applicant has these qualities.

What to Include

Once you've found an editor, you can work together in creating the publication. An important first step will be deciding on the types of articles you want to include. Among the subjects that are frequently covered in other employee publications are features on employees who have interesting jobs, do community work or have unusual hobbies; changes in management, personnel policies or benefit plans; news of product developments or other business-related items; features on the activities of the company's different divisions or plants; information on employee events and offers; intramural sports results; question-and-answer columns; employee opinion columns; classified advertisements and announcements concerning new employees, promotions, service anniversaries, retirements and deaths.

After you and the editor have settled on the publication's content, you will be in a better position to decide on what form it will take and how often it will be published. If the publication is to be the employees' primary source of company news, and if you plan to include a combination of news items, features, and regular columns, perhaps a newspaper would best suit your needs. Newspapers are usually published every two weeks or once a month. However, if timeliness is not a major consideration, and the publication will contain primarily feature stories, you may want to produce a magazine instead. Magazines usually come out once a month or every other month.

Format & Design

Once you have decided on the kind of publication you want, it's time to start thinking about its format. This is an area where you may want to call in a graphics designer to get you off to a good start. The graphics designer can use his special talents to establish a standard format that your editor can follow in putting together a publication that is attractive and consistent in appearance issue after issue. After the initial issue, the editor can lay out the publication himself, following the specifications set up by the designer.

If your company does not have its own art department, you can obtain design services from a free-lance artist or an art studio. Some large printing companies also provide design services to their customers at an additional charge. To find the designer best suited for the job, seek recommendations from other companies in your area or by contacting the local chapter of a professional graphics arts society.

When you and your editor interview graphics designers, ask to see samples of other publications they have formatted. If you like what you see, give them a brief description of your prospective publication and ask them to submit a written bid on what they will charge to do the job.



This is quite a switch from the usual plaque and handshake photograph. Here the photographer combines the standard award shot with a little bit of ingenuity to come up with something not so stilted and a little more eye-catching.



A good, readable layout shows alot of white space, good balance of stories and copy with an interesting display of photographs.



This is not your best layout-tends to be cluttered and confused. The eye can't focus comfortably on any part of the double-page spread. There are too many type sizes used and the small heads should not be at the top — should be preferably at the bottom of the page with the larger heads at the top. However, the use of big pictures is good.

See several designers before you make your final decision.

Unless you want to give the designer a totally free hand in developing a format, it is usually easier for the designer and less expensive for you if you provide him with examples of other publications you like. The designer will also need to know the proposed content of your publication before he can begin work.

After the format has been established, you and your editor can begin looking for someone to print your publication.

Picking a Printer

Whether you are considering doing your publication under your own roof or using a commercial printer, the same standards apply. Can the printer take your publication from typed article to finished product using his own equipment? Does he have the right kind of equipment to handle your publication? Can he complete each stage of the production process fast enough to meet your deadlines?

Occasionally, your company's own print shop can meet all these criteria, but usually you will have to look for an outside printer.

A fast way to narrow the field of possible printers is to ask other companies — especially those with employee publications — to recommend printers that have done work for them. It is also a good idea to confine your search to printers within convenient driving distance of your location, since there is nothing more frustrating or time-consuming than trying to describe last-minute changes to a printer over the telephone.

Once you have compiled a list of possible printers, call in the three or four who seem the best qualified to show samples of their work and submit a written bid on the job.

As part of this process of selecting a printer, you will want to inspect each company's printing facilities yourself. While you're there, ask to see how your publication will be handled from start to finish. Don't hesitate to have the printer explain each procedure in detail; that's part of his job.

When reviewing printing bids, be sure that they are all based on providing the same services. A well-prepared bid should specify the dimensions of the publication, the number of pages, the average number of photographs per issue, the number of copies to be printed and the grade and weight of paper to be used. The quoted price should include such services as typesetting, page make-up, printing plate preparation, printing, cutting and folding the finished publication and delivery procedures. Changes you make in the typeset copy (alterations) and the preparation of photographs beyond the average number will cost you extra.

Photo-Processing

A final area of outside professional services that you will need on a continuing basis is film processing and negative printing. If your company doesn't have its own photo department, or if there are no commercial photo labs in your town, you can often get a local commercial or portrait photographer to process your film for you. Another alternative would be to use the mail-order service.

As in choosing a printer, the most important factors you have to consider in selecting a photo-processing laboratory are the quality of service and the speed with which it can meet your needs.

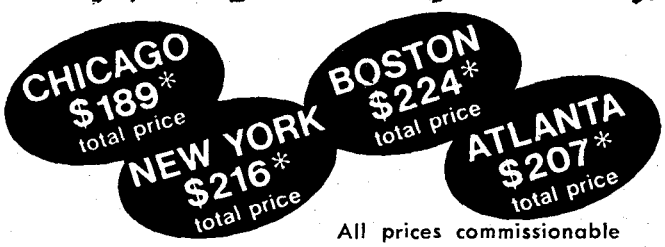
Once you have determined your publication's objectives and assembled the professional talent you need — an editor, graphics designer, printer and photo-processor — to produce it, you are ready to start work on the first issue. If you have chosen your talent well, you can reasonably expect a publication that your employees will await eagerly issue after issue.

About the author: Mrs. Patterson, who has been editor of Continental Bank's bi-weekly employee newspaper since 1971, is a 1970 graduate of Northwestern University's Medill School of Journalism. Prior to joining the bank four years ago, she worked in the trade publication field. □

LAS VEGAS CARAVAN

SUMMER CHARTERS FOR EMPLOYEE GROUPS

4 days, 3 nights* Friday to Monday/5 days, 4 nights Monday to Friday



All prices commissionable

Available from 42 major cities . . . includes air, hotel, transfers, lounge show and cocktail, welcome briefing, hospitality desk, taxes and gratuities . . . $39 entertainment package available . . . via United Airlines . . . Las Vegas Hilton . . . Hotel Sahara . . . an established and superior travel product . . . available to bona fide affinity groups of 40 persons or more . . . quoted prices based on full 149-passenger DC-8 aircraft —

DEL WEBB WORLD TRAVEL COMPANY
P.O. Box 15313, Las Vegas, Nevada 89114

For full plane load service call
TOLL FREE 800-634-6677 • One Call Does It All!
Confirmations available throughout 1975 . . . $10 airfare increase July 1, 1975

CIRCLE READER SERVICE CARD NO. 28

Rio de Janeiro Deluxe.

The Incentive Destination for 1975/76.

The perfect deluxe incentive travel program for your marketing planning 1975/76. Departures every Saturday.

Eight days and seven nights in luxury in Rio de Janeiro . . . "Cidade Maravilhosa" exotic, exciting capital of the southern hemisphere.

Sheraton and Intercontinental:

The ideal headquarters for your incentive trip. The newest and most deluxe hotels on the South American continent. Expert Sheraton and Intercontinental management and operation. Sparkling new . . . and right on the beach. Fully air-conditioned. Fabulous dining and entertainment. Boutiques and gift shops. Health clubs, with sauna, gym, swimming pools. Banquet rooms. Meeting rooms. The most up-to-date audio-visual equipment. Multi-language secretarial and translation services.

Braniff International:

Jet via Braniff's sleek, roomy DC-8-51 with the leg room comfort of only 150 seat configuration. Open bar all the way and in both directions. Great meal service and Braniff's dependability.

Why this Rio program is perfect for your Motivation Objectives!

It gives you the basics that must be included in every incentive program. It permits you to select one or several departures from this back to back charter operation and thus avoid the staggering empty ferry mileage expenses.

It is a deluxe program. If you wish to add your own special features such as private cocktail receptions, banquets, beach parties or other special functions, give us the specifications and we'll handle them for you.

To ensure availability in September through December, 1975 and in 1976 it is necessary to act now. Most of January through March, 1976, departures are sold out. Do not delay.

Every Rio de Janeiro Deluxe program includes:

- Round-trip DC-8 jet flight via Braniff International Airlines with open bar, meal service, and Braniff's superb charter in-flight service.
- Round-trip transfers between airport and hotel.
- Complete luggage handling from airport directly to guest rooms, gratuities for luggage handling.
- 7 nights accommodation at the new deluxe RIO SHERATON or RIO INTERCONTINENTAL.
- Pre-registration at hotel. No waiting.
- 7 Brazilian breakfasts with cheese and fruit.
- Welcome briefing at the hotel.
- City sightseeing tour of Rio de Janeiro.
- Special visit to a gem cutting factory.
- Brazilian airport taxes.
- Hospitality Desk
- Comprehensive optional sightseeing, entertainment, and night club plan.

Sample prices from various U.S. gateway cities — rates based on a full charter of 150 seats and including U.S. departure tax and current fuel surcharge:

ATLANTA: $507.07
CHICAGO: $560.74
HOUSTON: $538.77
MIAMI: $492.09
NEW YORK: $522.62
ST. LOUIS: $539.76

Prices plus $44.00 tax and service.

FOR FURTHER INFORMATION PHONE (212) 736-5186, Mr. Brian Maher, VP New York; or write or tear out this ad, attach your business card and mail to:

Bonded for $500,000

South American Holidays INC.

500 Fifth Avenue • New York, N.Y. 10036 • (212) 736-2929

605 E. Algonquin Road • Arlington Heights, Ill. 60005 • (312) 956-7870

OUR INCENTIVE SPECIALISTS ARE READY TO GO TO WORK WITH YOU.

CIRCLE READER SERVICE CARD NO. 29

travel talk

Proper Travel Promotion: What you do is What you Get

by Laurence Stevens
President
Laurence Stevens International, Inc.



IF your travel program is to be successful it will be necessary to plan and implement a carefully prepared promotional campaign. The travel agent, tour operator or carrier you have selected for your tours will welcome the opportunity to help you develop a campaign, and will be only too pleased to offer their expertise and time to promote your program.

First of all, consider setting up a Travel Program Board consisting of live-wire volunteers who are seriously interested in travel, and who will take the time to help promote. Your travel agent should be invited to be a member of this Board. If your company has several locations or plants, each one should have a travel coordinator who will help sponsor the tours at his particular location and who will be responsible for local implementation of plans decided by the Board.

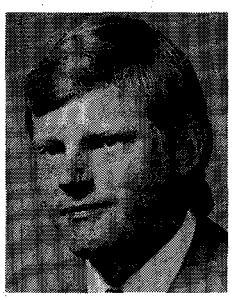
Your company publication is an excellent medium for promoting tours. If you can arrange to edit a travel column in each issue you will find that the repeated exposure will be of tremendous help in apprising employees of your plans. Perhaps you can also enclose your initial tour brochure in the company publication when it is distributed to employees; this may save you the expense of a separate mailing.

Each bulletin board should carry a poster or flyer with the basic information on the tours offered, with concise instructions on whom to contact and where to go for more information. If you have a company cafeteria, you could probably arrange to place a small counter card or table tent on each table.

You will also want to consider arranging several film shows. There are any number of good travel films available. Your travel agent will help you select those which will be suitable. If you have access to a large hall or a school auditorium where you can accommodate a large number of diversified tours, you may wish to offer a series of travel evenings each with a specific theme such as Polynesian, or Spanish, or wherever it is your programs are bound. Depending upon your budget, you can add appropriate background music, and perhaps even singers or dancers may add to the atmosphere.

It is important to plan your complete promotion step-by-step, well in advance so you will have every opportunity of gaining the utmost attendance and exposure. By using your own ideas, those of your Travel Program Board plus the expertise of your travel agent, you should be able to effectively promote a successful series of tours with maximum membership on each one at departure. □

Have You Considered Lighting Ballfields?



by Anthony W. Kotz
Kotz & Schneider
Land and Recreation
Planning & Design
Syracuse, N.Y.

DO you have too many teams to schedule on available ballfields? Consider lighting. Lights can often increase the capacity of a ballfield by as much as 50 percent.

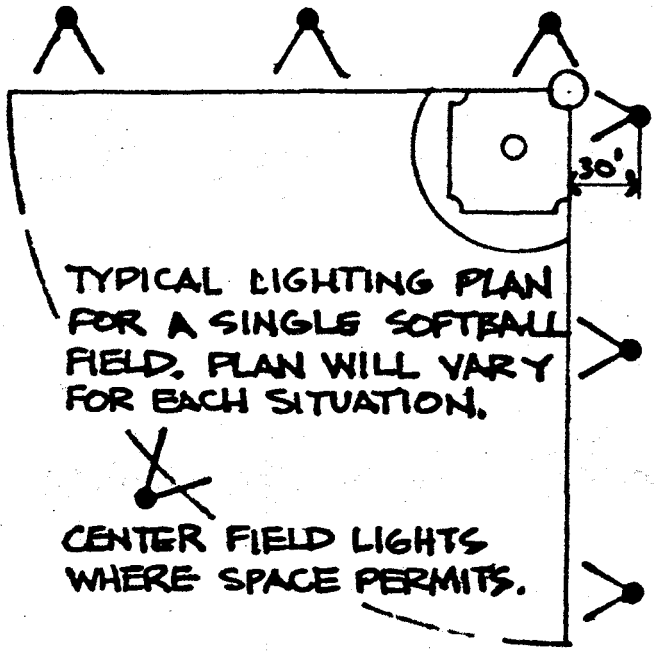
You'll need a good engineer to design your lighting system. You and he should carefully consider the recommended light levels that will serve your needs and the life expectancy, maintenance, replacement, and energy requirements of the many types of available lighting systems.

Uniform illumination with minimum glare or "hot spots" is important. The lighting should be designed so it will not disturb adjacent areas. Wiring should be underground.

Costs will vary considerably depending upon the numbers of fields to be lit, the level of illumination, availability of electrical service, layout, codes, and types of poles, fixtures and luminaires.

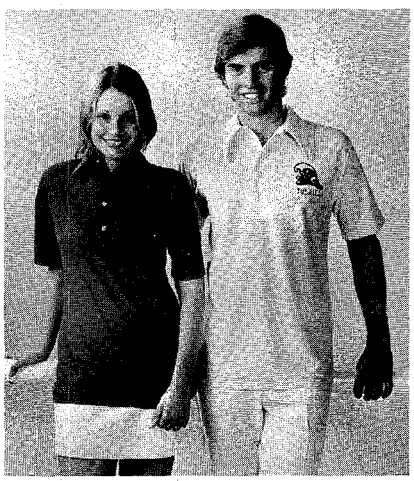
Good ballfield lighting is not cheap. But the costs may well be justified when compared to the availability and cost of land, ballfield construction and maintenance.

For more facts, contact Kotz through NIRA headquarters.



Top quality leisurewear at low factory-to-you prices.

Champion offers a full line of leisure clothing—



- T-shirts
- Sweatshirts
- Jackets
- Polo shirts
- Sport socks
- Jogging suits
- Sweat suits
- Blazers
- Golf & Tennis shirts
- Tennis shorts

We supply them with, or without, company imprint or logo.

Champion offers athletic team uniforms for all sports–

- Big selection of stock styles and colors
- Customized to your specifications

Champion means Style, Selection, Savings . . . and SERVICE.
100 salesmen cover the U.S.A.
There is one near you.

The Mark of a Champion™
Champion Products Inc.

115 College Avenue • Rochester, New York 14603

SEND COUPON NOW!

Champion Products Inc.
115 College Avenue • Rochester, N.Y. 14603

Please rush me—

☐ New Leisurewear Catalog
☐ New Athletic Wear Catalog
☐ A Champion Salesman with more information

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____

CIRCLE READER SERVICE CARD NO. 30

Spain's Costa Del Sol: An Iberian Fiesta For All Seasons

**by Sandra L. Jaco, Vice President
North American Sales/Marketing
Hotel Atalaya Park,
Marbella, Costa Del Sol, Spain**

SET like a gem between the Sierra Nevada Mountain range and the Mediterranean Sea, from Nerja to Algeciras, rests the magical, andalucian Costa Del Sol.

A European playground for years, the Costa Del Sol is rapidly becoming a prime attraction to North Americans, with good reason.

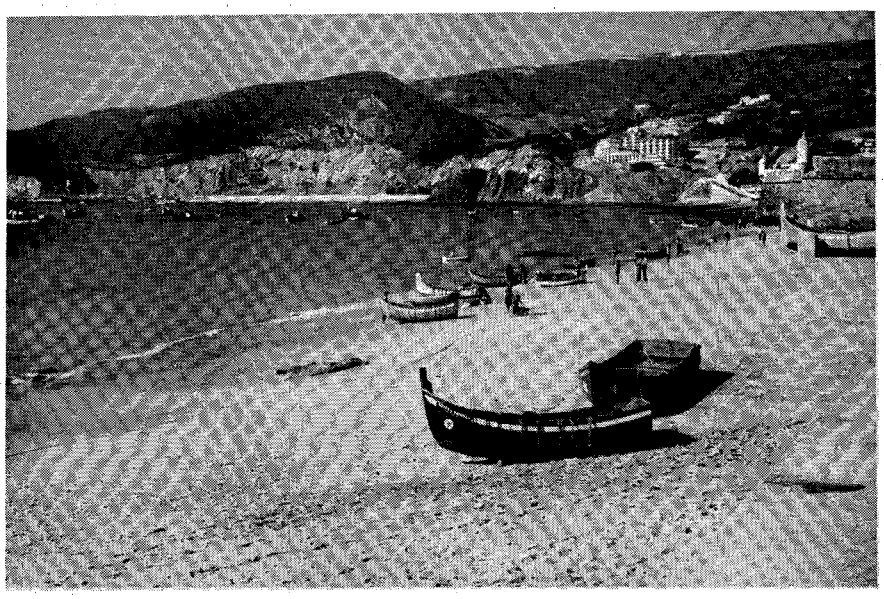
The "sun coast" of Spain offers the happy visitor Europe's best beaches, cosmopolitan-international resorts, picturesque fishing villages, some of the most magnificent scenery in the world and a people proud in their traditions and warm and friendly in their welcome and hospitality.

Dress is up to you, casual or your best. April through October is summer with temperatures ranging from the 80s during the day to the 60s or 70s at night. November through March gives you spring-like weather . . . normally not ocean swimming weather, but sunbathing and all other activities are plentiful as ever.

The Costa Del Sol offers something for everyone, including more sunny days than any other area in Europe.

A Blend of Intriguing Past. . . .

DURING the past 3,000 years, Phoenician, Greek, Roman and Arab dominations contributed to the Costa's rich, unique history. Traces of their ancient civilizations abound along the coast from mos-







The many phases of Torremolinos, Spain — a fantastic vacation spot for NIRA recreation directors to consider for company employees. It's a trip that combines beauty, fun and excitement with low-cost. (Photo courtesy of Holidair, Ltd.)

ques to palaces, atalayas (watch-towers), roman walls and fortresses rising above the sparkling beaches. But even in the 17th century, the Spaniards were thinking ahead when they provided Columbus with the money and means to discover the new world, our world, the western hemisphere.

So, Into Spain's Exciting Present. . . .

THERE'S hardly a sporting yen that can't be indulged on Spain's Costa Del Sol. Its beaches are just hours from mountain ski areas. Bullfighting is popular, of course, but the golfing, swimming, sailing, snow and water skiing, riding and fishing opportunities are incomparable. Don't miss the chance to fight the baby bulls, see a Spanish horse show and to experience the thrill of Spanish soccer.

The food is as vast in variety as the sporting life . . . from American hotdogs and hamburgers to French, German, Swedish, English, Chinese, Italian, and yes, Spanish! To embrace the unending meals are some of the finest wines anywhere. Order "Vino De Casa", the wine of the house. It's inexpensive and excellent — red, white or rosa. And, a trip to the Costa is not complete without sampling the true national drink Sangria with your lunch or dinner. The seafood is delicious and plentiful, and all restaurants are rated by forks . . . 5 forks is excellent, 4 forks — superior, etc.

The hotels are graded as well with 5 stars being deluxe, 4 stars — first class, and so on. There is a perfect hotel for your employee group, but remember that a "bargain" gives you just what you pay for, so select your hotel for its facilities, location, services and staff, not on price alone. Spain is no longer "cheap" but you can still get the most here for your travel dollar.

The night life rarely ends on the Costa Del Sol. In **Torremolinos,** for example, the town, now an international colony, sparkles with cafes, bars, discotheques and international shows. Plan your nights late if you want to join the native life style . . . cocktails at 8 P.M., dinner at 9 or later, discos and shows at 11 P.M. to midnight and on until dawn. Tucked in the mountains and along the beaches are small clubs where the Spanish unwind with flamenco guitars, dancing and singing. You're more than welcome . . . and it's not unusual to find the likes of "El Cordobes" or Jose Greco here enjoying fine spanish brandy or calisay until the early hours of the morning.

Malaga, the capital city of the Costa, provides shopping without end in leathers, suedes, silvers, toledo steel, lace, majorcan pearls and souvenirs. The major international airport serving the Costa Del Sol is located outside this busy port city.

Marbella, a city of 23 beaches, flower-graced streets and balconies, is the jet set choice with its elegant hotels, restaurants, entertainment and total relaxation.

Communication and transportation are easy. The Spaniards either speak English or will find someone who does for you. All you need is a smile and a passport . . . the smile and gracias work wonders on these kind, honest people. Public busses and taxis are plentiful and inexpensive. Sightseeing and shopping tours abound and are easily arranged by your best friends at the hotels, the concierge and his staff. You and your possessions are safe virtually any and everywhere, as Spain has a shockingly low crime rate. If you want to pioneer it in a rental car, just bring your state driver's license but be certain that you are a master with a standard transmission.

From the caves of Nerja, to the glory and gypsy music of Granada, the aqueduct of Ronda, the unspoiled old Spanish world of Casares, the playa of Fuengirola, the tuna boats of Algerciras, the white flowered streets of Mijas, the wines of Jerez and the charm of Sevilla . . . the inviting Costa Del Sol, Spain, offers an affordable holiday to make a hero of the recreational director and memories of splendor for your employee club members. □

Travel Impressions
Travel Impressions
Travel Impressions
avel Impressions

CHARTER AFFINITY PROGRAM $369.*

Impressions of CANCUN

impress your clients with a creative new concept in group travel

CANCUN. The first and only complete resort. Less than 3½ hours from most major American cities.

CANCUN. As new as the sunrise. An island paradise linked to Mexico's Yucatan coast. Sun. Sea. Sports (even a Robert Trent Jones golf course). Luxury—unmatched anywhere else.

CANCUN. As old as man's very civilization. Just a short drive away, the thrilling sights and mysteries of Mayan ruins turn the clock back over 1,000 years.

TRAVEL IMPRESSIONS OF CANCUN —The affinity group program (minimum 40) guaranteed to *impress* your clients:

• **AMERICAN AIRLINES jet departures weekly.** • **WESTERN INTERNATIONAL CAMINO REAL HOTEL, our Mayan Palace for 8 days/7 nights.** • **Cocktail party, transfers, gratuities, taxes.** • **Optional tours and dining plan.** • **TRAVEL IMPRESSIONS' IMPRESSIVE PERSONAL SERVICE.** Coordination, back-up promotion and on-the-spot supervision by Travel Impressions' personnel.

• **Call or write for full-color brochure.** Dept. RM

*New York (other cities on request)

Travel Impressions, Ltd. *Creative Concepts in Group Travel*
70 Glen Cove Road, Roslyn Heights, N. Y. 11577/(516) 484-5055/(212) 895-3830

CIRCLE READER SERVICE CARD NO. 31

NIRA INFORMATION CENTER

Publications Available from National Industrial Recreation Association.

☐ $3.00

Industrial Recreation Bibliography
A new annotated bibliography of all materials related to industrial recreation just completed by Robert W. Schoott, and Douglas M. Crapo, PhD. The collection Consists of over 470 entries each accompanied by a short description. Information is categorized according to subject into 11 chapters. $2. plus $1. postage & handling.

☐ $4.00

Standard Sports Areas
Dimensions and specifications of more than 70 types of sports arenas, pools, courts, fields, etc., for industrial, school, private, military and public recreation leaders. $3. plus $1. postage & handling.

☐ $4.00

How to Organize and Manage Tournaments
Everything you need to know about tournaments from organization to publicity, with 4 to 36 team leagues, eliminations to finals, 36 pages. $3. plus $1. postage & handling.

☐ $3.00

The Untapped Potential: Industrial Recreation
Illustrated booklet based on a talk given by Frank Flick, president of Flick-Reedy Corp, the NIRA "Employer of the Year." Innovative recreation programs sponsored by such firms as Goodyear, Timken, Kodak, Xerox, and, of course, Flick-Reedy are illustrated. $2. plus $1. postage & handling.

☐ $5./1 yr.

☐ $8./2 yrs. Include $1.00 additional per year for Canadian & Foreign subscriptions. U.S. dollars please

☐ $10/3 yrs.

Recreation Management
Monthly professional journal, editorially directed to industrial recreation directors, leaders, program coordinators and company executives. Only publication of its kind in U.S. Features research, finance and program ideas, educational material and articles detailing social, physical, cultural and service programs and activities in business and industry. Published 10 times per year. Subscriptions: $5./year; $8./2 years, $10./3 years. Members receive subscription as well as CIRA Informer, THE KEYNOTER and THE PRESIDENTS QUARTERLY with membership dues.

NIRA Information Center
20 North Wacker Dr.
Chicago, Ill. 60606

ATTENTION INFORMATION CENTER
Please send me the publications I have checked.

I have enclosed $ _____ (check or money order)

Name _____
Organization _____
Address _____
City, State, Zip _____

Costa del Sol, Spain

$319

plus 15% tax & services

8 day sun vacations. April 6 - Oct. 26, 1975

Spend 7 nights at the beachfront ALOHA PLAYA, or ALOHA PUERTO HOTELS, brand new and featuring the latest in comfort, all accomodations are air-conditioned and consist of livingroom, bedroom, kitchenette and terrace. Restarurants, nightclub, tennis courts, swimming pools and shops are all on the premises. Enjoy swinging Torremolinos and the fascinating Spanish countryside.

- Continental breakfast daily
- Delicious dinners nightly
- Welcome sangria party
- Free tennis
- ½ day tour to Mijas and ½ day tour to Malaga. Exciting optional sightseeing available.
- All transfers and baggage handling between hotel and airport.
- Taxes and gratuities to bellmen, maids and waiters.
- Experienced Escort throughout plus a special hospitality desk in your hotel.

TRANS INTERNATIONAL AIRLINES
JET FLIGHTS THAT LEAVE EVERY WEEK
The world's largest, most experienced charter airline. All modern super DC-8 and DC-10 jets. A perfect passenger safety record during its 25 years of service. JET TIA.



Total cost of tour is $366.85 of which $223.27 is pro rata air cost based on full capacity of 254 passenger DC-8 Jet. Land cost is $143.58 including $3 U.S. airport tax and Spanish departure tax. Rates quoted are for N.Y. departure based on double occupancy. Departures available from other cities.

For information and reservations call: Group Sales Dept.

nlc
Nationwide Leisure Corp.

1. NEW YORK—(516) 420-4200
2. ST. LOUIS—(314) 721-6670
3. CHICAGO—(312) 346-9116
4. WASH/BALT.—(301) 565-0797
5. BOSTON—(617) 877-2800

CIRCLE READER SERVICE CARD NO. 32

IBERIA'S INCREDIBLE DREAM: THE BEST OF SPAIN AT THE BEST OF PRICES.





Spain has everything your group could want in a vacation. Enchanting, mysterious cities like Madrid and Barcelona. Exciting night life. Unspoiled, sun-drenched beaches of the Costa del Sol and the Canary Islands. Fiestas and flamenco. Golf and tennis. Delicious food and drink. Moorish castles and Gothic cathedrals.

Nobody is better prepared to help you plan a truly great trip to Spain than Iberia, Spain's own airline. Iberia can fly you direct to Madrid from Boston, New York, Washington or Miami and can make arrangements for your group that will show you the best of Spain at extremely reasonable prices.

For help in planning, write to Daniel Bustamante, Iberia Airlines, 97-77 Queens Boulevard, Rego Park, New York 11374. Or call Iberia, listed in your Yellow Pages.

Fly Spain to Spain

IBERIA

International Airlines of Spain

CIRCLE READER SERVICE CARD NO. 33

Turn their time off into the time of their lives!

Weeks in Spain $459
Weeks in Spain $499

hello to a real good for active or retired ployees.

veeks in Spain for well under a dred dollars a week. It's the ideal or anyone who can take a long tion. Shorter and lengthier s can be arranged.

at's included?

of vacation for one little price. or $499 price includes: first s, twin-bedded apartment in emolinos with bath, balcony, enette and maid service. Two night side trips to Algeciras and z. Entertainment. Social staff. y extra features. Many other l options available. Add $100 lement for June, July and August. es per person, double occupancy.

How they go!

ITC Charter via Overseas National Airlines DC-10 jet. Flights depart weekly from Boston and New York. Departures from other cities can be arranged.

Tailor-made trips!

We'd be happy to tailor this trip to meet the needs of your group. Over 20,000 have enjoyed our trips so far. Many were members of national organizations that accept only the best for their members. So you can recommend Holiday in Spain with complete confidence. Send for full details today!



Spain

Send me all the details. RM475

Name_____

Title_____

Firm_____

Address_____

City_____

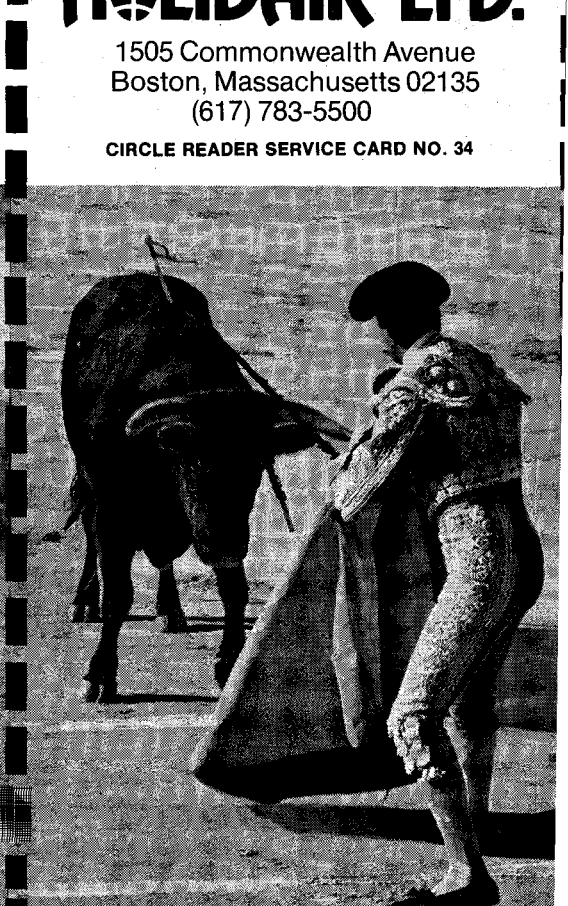
State_____ Zip_____

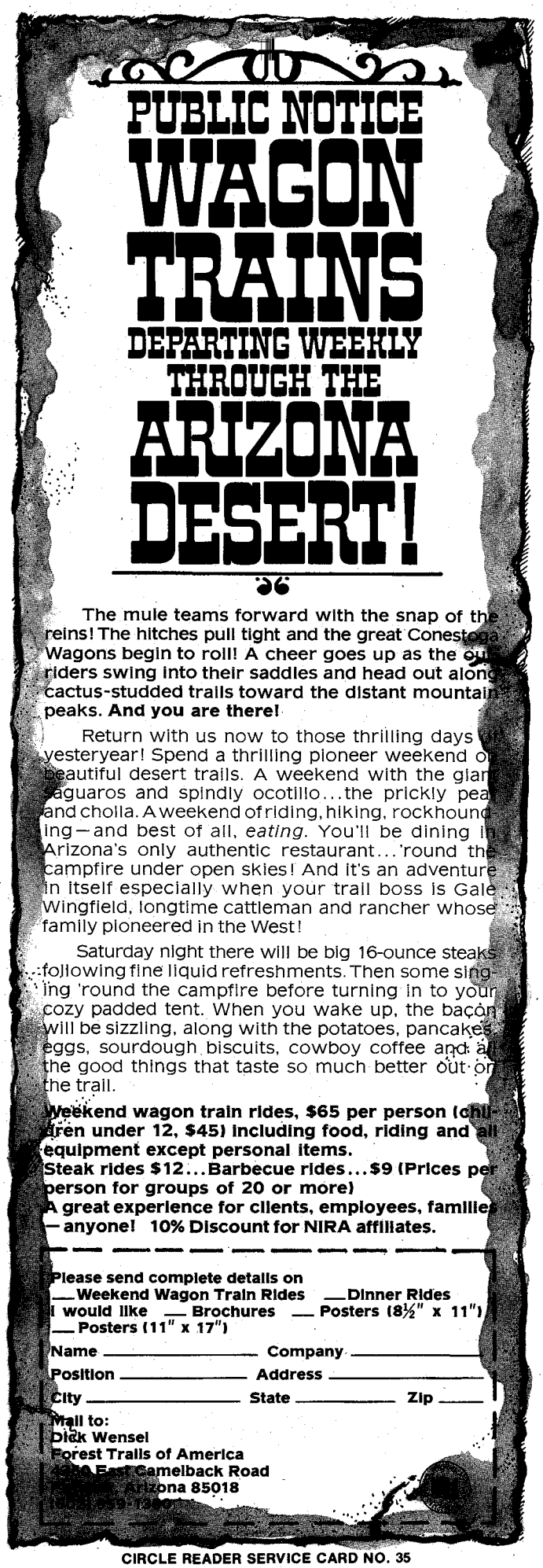
Phone number_____

HOLIDAIR LTD.

1505 Commonwealth Avenue
Boston, Massachusetts 02135
(617) 783-5500

CIRCLE READER SERVICE CARD NO. 34





CIRCLE READER SERVICE CARD NO. 35

washington scene

by John G. Tutko, CIRA
Chief
Headquarters
United States Air Force
Recreation Services
Directorate of Administration

An okay for Recreation Support Program

A victory for the Recreation Support Program has been reported, coming about in the final days of the 93rd Congress. Both the House and Senate accepted a conference report specifically authorizing the program on a permanent basis. The measure's approval reflects the growing acceptance of the program which funds town and city recreation activities for youth in disadvantaged areas. The bill is now before President Ford.

* * *

Publications

A GUIDE TO FEDERAL PROGRAMS — a new publication of the National Trust for Historic Preservation lists 229 possible sources of Federal financial assistance for historic preservation projects. This is the most comprehensive and up-to-date guide available. Write: National Trust for Historic Preservation, 740 Jackson Place, N.W. Washington, D.C. 20006. Price: $8 each plus 50 cents postage.

BIKEWAYS — STATE OF THE ART 1974 — The 97-page publication focuses on planning and design practices employed to date, their success and failures, practices which appear to contribute to bicycle facility utility and safety and design pitfalls. Write: National Technical Information Service, Springfield, Va. 22151. Price $5.25.

* * *

Improvise and survive in boating emergencies

According to information published recently by the Texas Parks and Wildlife Department, improvisations during boating emergencies could save your life. In a boating emergency, those involved could be forced to make do with the materials at hand and survival could hinge on the extent of the imagination employed under the circumstances. An example of a bad situation is a broken fan belt on an inboard-outboard.

There is a solution. Just take some line or rope and tie it around the appropriate pullies using a square knot. Then test it. If your generator is turning and your fan is turning, you're getting to shore instead of drifting the other way.

Another common emergency is a broken pipe or hose. Merely bandage the rupture with rags or a piece of canvas and tie it with line or your belt. It will probably drip, but your makeshift repairs may help you get to shore.

A lost rudder need not be a disaster if you know how

to rig a sea anchor. Tie a line to a bucket, deck cover or anything you can drag behind your boat. If you want to go left, shift the line to the left side of the boat. If you want to go right, shift the line to the right side of the boat. The line in the center of the boat will help you go straight.

An engine won't last long without oil, and a sudden oil leak could spell trouble unless you keep your head. It may be possible to catch the oil in a pan or bucket and pour it back into the engine.

A complete electrical failure could leave you grounded. If there's still spark in the battery you can get going by "hot wiring" your engine. First, disconnect all electrical equipment from the battery except the large cables from the battery to the starter. Connect a length of wire from the battery post (positive or large post) to the coil primary switch side and start the engine by grounding the small terminal on the starter solenoid with a screwdriver. To stop the engine, disconnect the coil wire.

good things to read

FINANCIAL CONTROL: *a systems approach. By R. M.S. Wilson.* Subtitled a *systems approach,* this book directs its attention to the use of financial data rather than to the mechanics of producing and recording accounting information. It is written from a managerial rather than a purely financial perspective, and emphasizes financial control as opposed to general accounting techniques.

The various analytical activities in the areas of research and development, production, marketing, distribution, and administration are examined. The book offers advice on the raising and profitable use of capital, risk analysis, investment appraisal, and inflation. It concludes with a wide range of case studies covering representative decision situations.

Divided into five sections, the work establishes in the first part a systems-based framework for achieving successful managerial control. The other sections discuss techniques, their application, and the context of financial management within this framework, while integrating the various system components where pertinent throughout the book. Price $16.50. McGraw-Hill Book Co., 1221 Avenue of the Americas, New York, N.Y. 10020.

ILLUSTRATED KEYS TO THE FRESH-WATER FISHES OF ALASKA. This excellent paperback is for fishermen who have been unsure as to what they may have landed in Alaska. This book provides a series of charts which move step-by-step through distinguishable characteristics of a particular speciman until it can be identified. The system was devised by a University of Alaska zoology professor James A. Morrow. Price $2.95 plus 50 cents for postage and handling. Alaska Northwest Publishing Co., Box 4-EEE, Anchorage, Alaska 99509.

Think Spain



FOR YOUR GROUP TRAVEL PROGRAMS. WE DO ALL THE WORK.

When you have any kind of group traveling together, think of SCIB, the Spanish Convention & Incentive Bureau. We represent a cooperative association of 19 of the finest hotels, and a Spanish Tour Operator, in the six most popular areas of Spain and its islands. We will objectively plan for your group the best trip they ever had... including land travel arrangements, sightseeing, entertainment, shopping, baggage handling, transfers... plus air transportation. You name it, we do it, including fast space and rate quotations and confirmations via our Telex, *at no cost to you:* a personalized service from one source working directly with you, or your travel agent.

For more information and full-color booklet... write, call collect or send the coupon below.

MEMBER HOTELS—Alicante: Sidi San Juan Palace. **Andorra:** Eden Roc. **Barcelona:** Diplomatic • Gran Calderon • Manila • Ritz. **Costa del Sol:** Pez Espada. **La Manga:** Galua. **Madrid:** Alcazar • Florida Norte • Palace. **Palma de Mallorca:** Araxa • Fenix • Nixe Palace • Son Vida • Valparaiso Palace • Victoria. **Tenerife, Canary Islands:** Florida Tenerife. **Valencia:** Sidi Saler Palace. **MEMBER TOUR OPERATOR**—CHAT Travel Organization.



SCIB

Spanish Convention & Incentive Bureau

DEPT. K, 7 WYNNEWOOD ROAD
WYNNEWOOD, PA. 19096
CALL COLLECT (215) 649-4171

K

I'd like SCIB to work for my group.:.rush me more information and full-color booklet. No. Persons in Group____.

NAME TITLE

COMPANY

STREET ADDRESS ( ) PHONE:

CITY STATE ZIP

CIRCLE READER SERVICE CARD NO. 36

Your Office Is Talking About You

Be careful what it has to say

by
Dr. Paul Preston
and
Dr. Thomas W. Zimmerer
Florida Atlantic University

OUR surroundings tell others about ourselves before we ever speak. These silent clues to ourselves are read by everyone with whom we come in contact. This is true about our offices.

Whether you have an office or not is an important factor in many organizations. Having an office in your firm creates in the minds of other employees a minimal level of respect, and possibly envy. Beyond this, the location, size, furnishings and surroundings communicate information about yourself and your organization.

In a large manufacturing company, an executive was promoted to a new job, and in the process was moved to a new office in the company's headquarters building. The office he was moving into had formerly housed a Vice President.

The new office was well furnished including wall-to-wall carpeting, paintings, and other amenities that one would expect in high status business offices. However, before the executive could occupy his new office, maintenance people cut a 12 inch strip from the entire perimeter of the carpet. Wall-to-wall carpets convey messages of position and power in this company. In fact, wall-to-wall carpeting is only furnished to people of Vice Presidential rank and above. By a single action, the executive was "put in his place," and all guests in his office have signals on which to base their behavior.

Without signals, we all feel uncomfortable in our surroundings. The actions of this one company are not unusual, for in many and often not too subtle ways, organizations use desk size, space, arrangement and setting as a "language." Next to size and furnishings, location is the chief plum in the corporate status race. Corner offices — and prime window views — belong to the top echelons. And your status goes up — one, two, three — with the number of windows you manage to snare.

Even air-conditioning, intended to solve the problem of working in hot, humid weather, has given rise to a status problem — who gets the thermostat? One harassed designer admits to having planted a dummy knob in a particularly insistent executives office. "This guy is so happy — he goes hot and cold simply by twisting the knob this way and that."[1]

The push button is another status symbol. Seated in their high-backed chairs, (as the back goes down, so does your worth), executives, astronaut-like, can operate a multitude of things from panel controls.

The Study of Proximics

The study of the relationship between space and communications is called proximics.

Anthropologists[2] have defined four principal zones of interaction (Figure 1) in which we conduct different kinds of interpersonal activities. These zones, described by four concentric circles, vary from one culture to another, but they provide an opportunity to evaluate the effects of space on communications within all cultures and societies.

The "intimate zone" extending from the individual to about arm's length, is the area in which we conduct most of our sensitive communications. Only individuals with close relationships to us are allowed to enter this zone. Strangers are excluded from it.

The closest we allow a stranger to approach is the personal-zone, from arm's length to about 3 to 4 feet from the body, is the area in which we conduct most ordinary business and social activities. Usually it can be equated with the diameter of the circle that people arrange for themselves at cocktail parties or social gatherings. The arrangement of office and work space (discussed later) also demonstrates the appropriate use of the social zone. Most desks are wide enough to force individuals sitting on opposite sides to maintain face-to-face distance of between 4 to 8 feet.

The "public zone" extending 8 to 10 feet from the body, is the area over which individuals exert little personal control and can therefore ignore. Thus, people in conversation groups 8 to 10 feet apart can effectively block out other activities around them and can concentrate on the affairs within the more comfortable personal zone. Such tactics as lowered voices to exclude strangers or raised voices to talk through intruders may be employed to protect group integrity.

Desk Arrangement

Since space is such an important communication vehicle, affecting persons in different ways, a manager must become more aware of the "messages" his office transmits. These nonverbal or "out-of-awareness" messages to employees, colleagues, and clients condition them

to behave much differently from the way they would in a coffee shop. The informal messages offices transmit can help effective management or hinder it.

The use of a desk, even its size and shape, affects the images we form of individuals whose offices we visit.

If you remember the last time you entered an office, you can understand why this is so. Where you were directed to sit and where the person you visited sat were functions of your position relative to the office occupant and the importance of your visit to him.

The standard placement we find when entering the office of someone in a business relationship is shown in Figure 2. The occupant sits behind the desk, with the full width of the desk, generally 3 to 4 feet, separating him from his visitor but allowing the visitor within the social zone, the area in which we generally transact business. In such a situation the office occupant controls the space arrangement and the structure of the space informally communicates to the visitor.[3] A more friendly arrangement (Figure 3) is used for people meeting regularly in office situations. The contact remains in social zone, but the effect of the desk as a barrier is reduced. This arrangement allows more personal communication.

An invitation to sit at the back of the desk and beside the office occupant in the personal zone (Figure 4) is reserved only for visitors with close personal contact. The desk is no longer a spacing barrier, but either communicant can still face the desk or lean on it and thereby re-establish some degree of spacing.

A variation of this personal arrangement occurs when the visitor is in a chair opposite the desk and the office occupant leaves his chair and perches on the desk's edge (Figure 5). Such an arrangement, with activity in the personal zone and only a hint of the desk as a barrier, establishes closer contact with the visitor, but retains for the office occupant a superior position literally "looking down upon" his visitor from a perch on the desk corner. This arrangement is effective for selling.

A neutral spacing arrangement is structured when both the visitor and the office occupant move away from the desk barrier and communicate at a neutral site in the office, such as a side couch or a lounge. (Figure 6). It is most frequently used when a visitor has a higher status than the occupant of the office. But this kind of spacing can also be used effectively to put visitors at ease, allowing them to structure spacing of the encounter and thus control the communication without being aware that they are doing so.

In this neutral arrangement the office occupant, while interviewing, counseling or conversing, communicates nonverbally to his visitor that he the visitor is important and that the occupant is there to serve his interests.

Personal Space Inventory

In a recent survey of managers from all types of companies and from all parts of the country, certain patterns of office territorality emerge. Each respondent was asked to complete a "Personal Space Inventory" by indicating on a grid the basic outline of his office, the placement of furniture and windows, and then to draw the positions he and his various visitors would usually or typically assume. The results, while not subjected to any type of sophisticated statistical analysis, indicated that there are indeed groupings of executives characterized by both arrangement and use of the office space. Once the office arrangement was completed on the form, each respondent was asked to discuss reasons for such an arrangement.

The most common forms of office arrangement were the "Desk Centered" and the "Desk Touching a Wall." For reasons which also have little to do with individual personality (such as available space, nature of the job requirements, etc.), as well as in cases where the office arrangement was solely an extension of the individual, these two arrangements typified 68 percent of those responding.

The "Desk Centered" and a variation ("the Throne",) indicate an individual who prefers to maintain total control over communications in his office. It is also an indication of a highly structured personality, since all people entering the office, must take a chair that has all or part of the desk between themselves and the occupant. In one situation where the "throne" was observed, the back corners of the desk almost touched the adjacent walls, and the executive has to get into his desk by rather labored maneuvers. Once behind the "throne", he didn't emerge until lunch or quitting time.

The "Desk Touching a Wall" arrangement shows a somewhat less rigid individual, willing to allow visitors more freedom to structure and control the communications take place in the office. While chairs are usually arranged so that most of them have some desk surface falling between the visitor and the occupant, the space on the "non-wall" side of the desk permits closer contact. Most respondents to the survey using this arrangement indicated that they preferred it because it left more seating room in the office, while remaining "conventional" in general appearance.

Twenty-three percent of those responding to the survey indicated some form of "Desk Facing a Wall (or window)". Reasons for this arrangement were quite varied, usually centered around "makes office look bigger" (status considerations), "reduces waste space" (practical considerations), and "removes most temptations to place physical barriers between my visitors and myself" (communications considerations). Such an arrangement does force the office resident to make a physical effort to move from his work to greet visitors. The most flexible and open arrangements for offices are the Desk Surrogate and having no desk at all. Each of these have little in the way of reference points either for the office occupants or for the visitor.

Using something as a substitute or surrogate for a regular desk allows the office occupant almost un-

Continued on page 56

new products

1. Versatile trailer

A new all-steel lightweight utility vehicle with a wide range of hauling capabilities has been introduced.

Weighing in at 250 pounds, the unit has a hitch weight of less than 25 pounds and has been engineered to handle loads up to 1/2 ton at normal highway speeds.

Standard equipment includes tail lights; dual-leaf slider springs; four-bolt demountable wheels with rib tread radial tires, and much more. Finish is beige and dark brown.

Circle Reader Service Card No. 1



2. Archery instructional poster set

Here's a set of archery instructional posters to help you teach and help your "students" enjoy one of the fastest growing sports in this country.

The set begins with a "Basics of Better Shooting" poster, gives more detailed instruction on shooting form development through the succeeding posters and concludes with a shot analysis poster.

Continued instruction posters include: Shooting Stances; Nocking the Arrow; String Hand Placement and Bow Hand Wrist; Bow Shoulder and Bow Elbow Placement; Anchors; Anchoring Aids; Anchoring Faults; Dominant Eye and Barebow (Instinctive) Aiming; Sight Aiming; Aiming Hints; Aiming Faults; Release and Follow Through, and Arrow Strike Patterns.

Circle Reader Service Card No. 2.

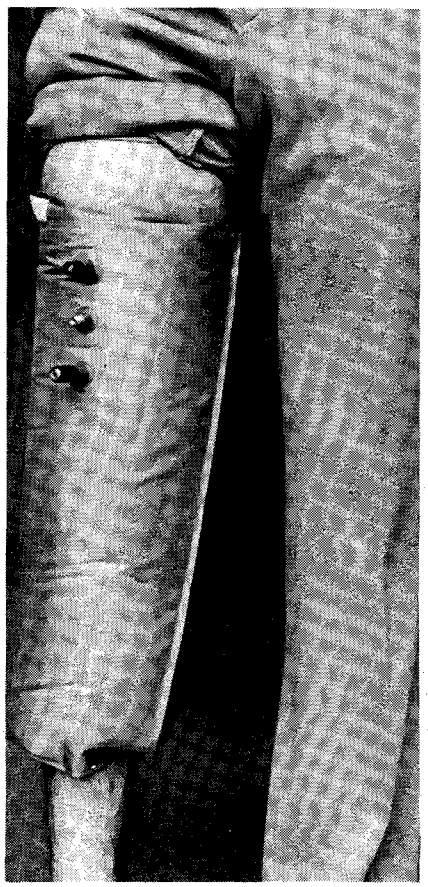




3. Inexpensive, light golf net

A new, inexpensive aid for golfers, is a special net, purported to be the simplest and lightest net available for practice shots with golf balls. It can be quickly erected by one person and is easy to pack. There are no loose guy ropes. The sloping back of the nylon net, which is set up on poles, prevents dangerous rebounds. When the ball is hit correctly, it will come back gently to where it was hit; when sliced it will return from the left and when hooked from the right. There are net wings to catch mis-hits. The net comes in two sizes.

Circle Reader Service Card No. 3.



4. Knee wrap

This Knee Wrap provides two of the most medically effective first aid principles — cold and pressure for the treatment of knee injuries.

The Knee Wrap with an injection of CRYOGEN Refrigerant, applies a constant cold of 36 degrees plus 1 degree F. and a regulated pressure of .6 pounds per square inch to com-

pletely surround and treat traumatic knee injuries. The sustained cold numbs pain, stops muscle spasm and reduces internal bleeding and swelling. The controlled pressure further retards hemorrhaging and fluid build-up, while immobilizing and protecting the injured area.

It's made of light weight durable nylon and is reusable.

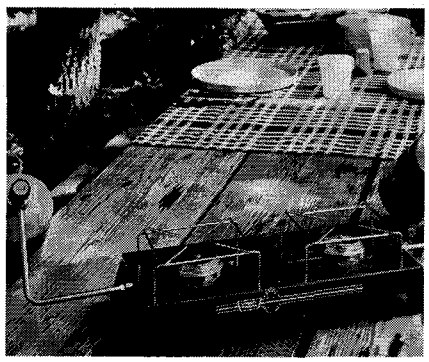
Circle Reader Service Card No. 4.

5. Low-cost gym dividers

A low-cost Steeleco flexible gym divider that quickly divides gymnasiums and other large rooms for separate activities has been introduced.

Custom made to fit areas up to 120 feet wide and 30 feet high, they are said to cost only about one-third as much as rigid type dividers. They are suspended from the overhead structure and operate manually or electrically to divide the area in a few minutes. When not needed, they store overhead or along one wall.

Circle Reader Service Card No. 5.



6. Low-end propane stove

This new compact model low-end two burner propane stove offers 7,000 BTU burners, guaranteed for five years. Each burner operates from an individual fuel cylinder and features individual nickel plated grills. The burners are on 8 inch centers and will accommodate an 8 inch skillet plus a smaller utensil such as a coffee pot.

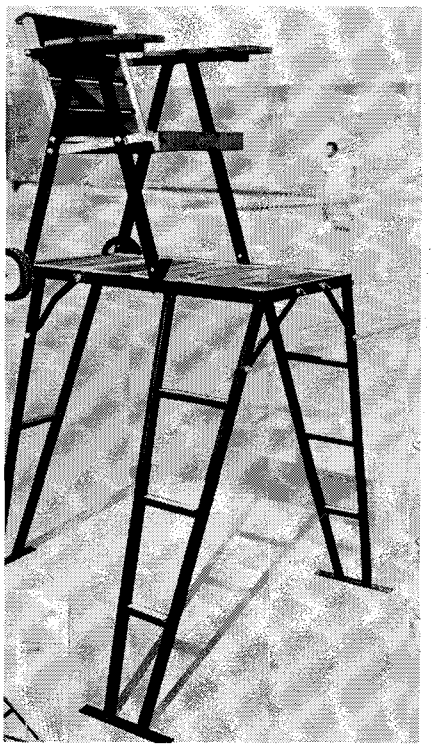
Circle Reader Service Card No. 6.

7. Surface for all-weather tennis courts

Cushion Kote is an acrylic-based material filled with particles of elastomer and polymer resins. It has been engineered especially for tennis courts to compress and then spring back with just enough resilience to reduce player fatigue significantly while leaving virtually unaffected ball bounce and other playing qualities.

It is easily applied. It is extremely long lasting since it is always covered with acrylic based coatings and these upper coatings are replaced as wearing occurs. Accelerated aging tests show extremely good aging characteristics.

Circle Reader Service Card No. 7.



8. Elevated umpire's chair

A new portable elevated umpire's chair is an ideal accessory for private and public tennis courts. The chair is also suited for many functions within the athletic department of companies and universities.

The supporting frame is all tubular steel, and the chair seat and back support, together with the foot rest, is provided with redwood slats trimmed with aluminum. All of the steel members are pre-finished with a durable non-glare avocado green enamel.

The entire unit can be assembled in just a few minutes by inexperienced help using simple tools. Once assembled, the unit is readily portable from one tennis court to another in minutes by pivoting the three supporting ladder-type legs and may be rolled easily by one man.

Circle Reader Service Card No. 8.

9. Bags for camping

The Fun Line of bags for camping, touring and playing are offered in a choice of three colors — orange, blue and yellow. The material is a lightweight, durable nylon that has been heavily coated with neoprene to make the material permanently waterproof.

Circle Reader Service Card No. 9.

Manufacturers • Importers • Distributors

of

TOYS • INDUSTRIAL PREMIUMS • PARTY FAVORS • SPECIALTIES • BINGO EQUIPMENT & SUPPLIES

SHANKER INDUSTRIES INC.

Dave Shanker

1640 SUPERIOR AVENUE
CLEVELAND, OHIO 44114
(216) 241-3817

CIRCLE READER SERVICE CARD NO. 37

Your office

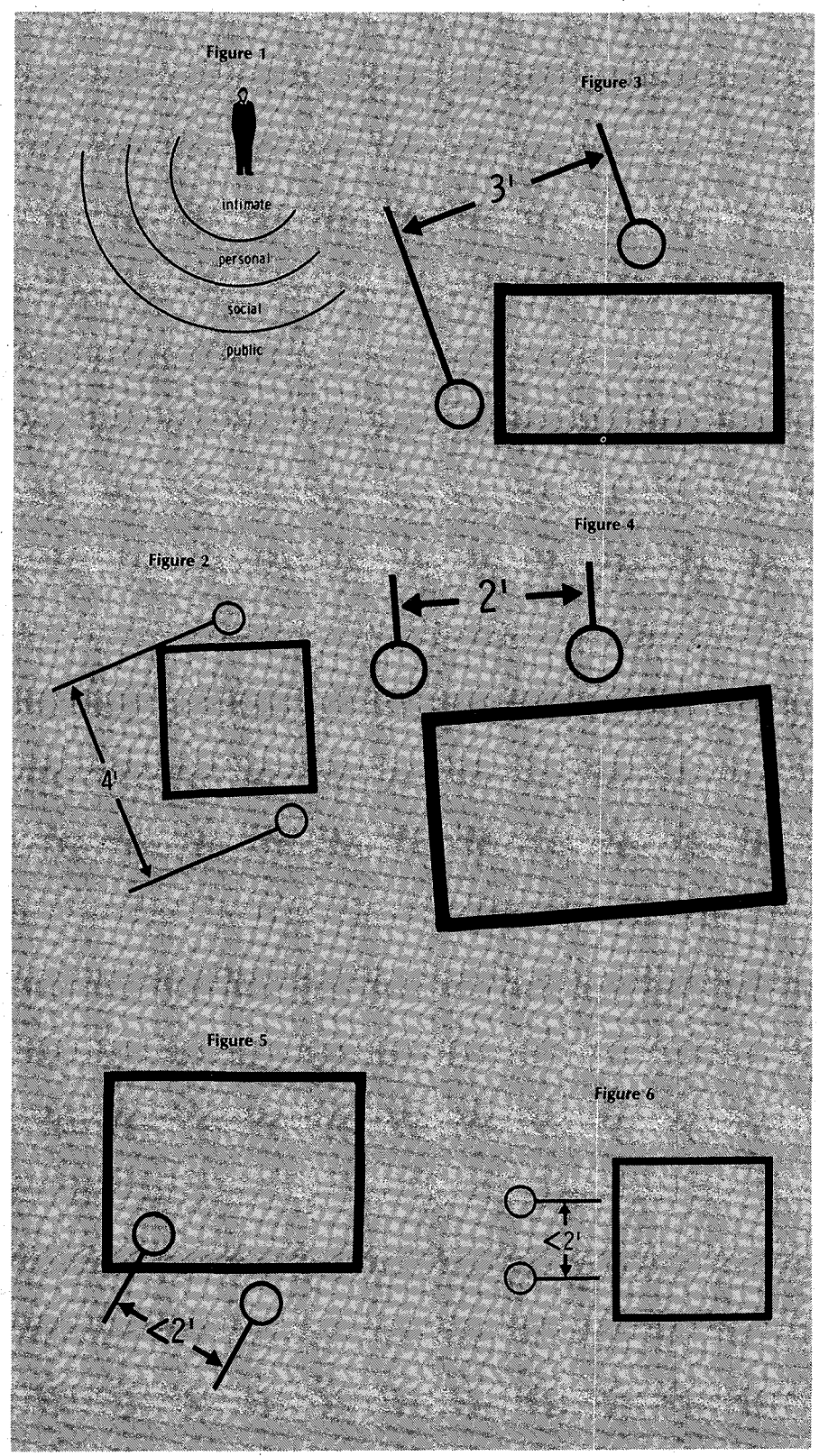
Continued from page 53

limited freedom to vary seating patterns & interpersonal distances, while still maintaining a hand work surface. Most surrogates are coffee tables or other pieces of furniture that sit low to the floor & provide little obstruction between communicators.

These free form arrangements are not widely accepted or used, with only 7 percent of the survey respondents indicating "desk surrogate" and 2 percent having no desk.

The no desk arrangement was used almost exclusively by executives who use their regular or public office solely for group meetings or discussions. Without exception, these people indicated that they maintain smaller private offices for doing their work. Some top executives go to great lengths to establish an Olympian aura. Offices have been designed with raised platforms to perch a short boss up above his visitors or with special lighting to put the "host" in a dramatic setting. One floor was actually installed in reverse — it slopes downward from the door to the table-desk so you seem to grow smaller as you approach.[4]

Most of us are content to use more conventional arrangements for our personal spaces. However, simple or elaborate, your office is talking about you. Be careful what it has to say. □



Footnotes

[1]C. Botuin, "What No Desk?" *This Week*, 26 January, 1969
[2]Edward Hall, *The Hidden Dimension* (New York: Doubleday, 1961)
[3]Paul Preston, "Space: The Frontier of Interpersonal Communications" CUNA Journal, Spring 1973.
[4]C. Botuin, *Ibid.*

ad index

Beach Club Hotel 9
Benrus Corp. 35
Champion Products 43
Del Webb World Travel 41
Eastern Steamship Lines 19
Forest Trails, Inc. 50
Golf for Millions, Inc ..... Cover II
Greyhound Corp. 7
Greyhound Corp. (Loyal Travel Division) 1
Hacienda Hotel 10
Hawaiian Holidays, Inc. 42
Hillerich & Bradsby 2
Holidair, Inc. 49
Holiday Inns Caribbean District ..... Cover III
Iberia Airlines 48
ISSA Hotels (Runaway Bay and Tower Isle) .. 15
Loews Dominicana Hotel 3
Mark 10 Ltd. 9
Miyata (Toyoda Tsusho Kaisha, Ltd.) 22
Nationwide Leisure Corp. 47
Nevco Scoreboard 13
Professional Services 5
Shanker Industries, Inc. 55
Sheraton-Kingston Hotel 5
Spanish Convention and Incentive Bureau 51
Technicolor Inc. ..... Cover IV
Travel Impressions 45
Travtour 23-34

Companies that work and play together stay together

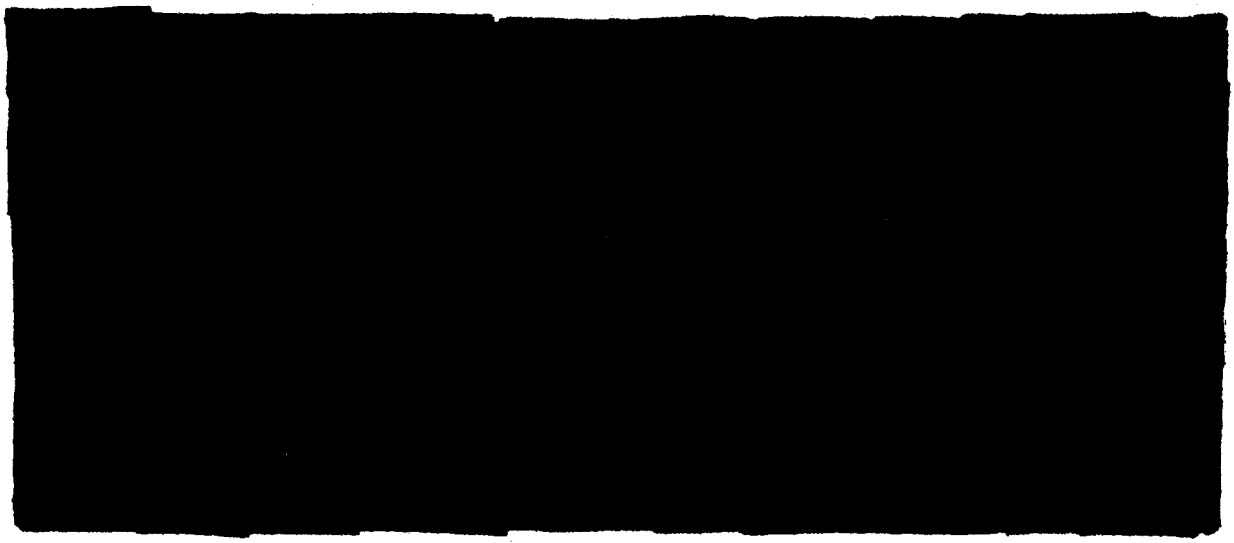


at Holiday Inn Resorts

For detailed information on our Group Package programs, just call our Group Specialists: Atlanta (404) 451-7105, Boston (617) 742-7630, Oak Brook, Ill. (312) 325-1225, Dallas (214) 744-1578, Hollywood, Calif. (213) 469-2274, New York (212) 868-1080, Yeadon, Pa. (215) 622-0286, Southfield, Mich. (313) 355-1062, Toronto, Canada (416) 360-1980, Arlington, Va. (703) 527-3384, Memphis, Tenn. (901) 362-4921, Miami, Fla. (305) 531-3471.

Holiday Inn®

Bermuda Freeport Paradise Island Jamaica Aruba Curacao



a real, live, no investment program!

Too often, you get involved with a "no investment" program for your club only to discover that there is a catch—it's actually costing you money.

When we devised our new no investment programs, we made it clear that they would be exactly that. We're so confident, in fact, we even deleted the quotation marks. There are no hidden costs & no added features you won't be able to live without unless you pay a slight fee.

Technicolor simply offers you a film processing service, period. As one of the nation's leading photoprocessors, we have long been noted for our high standard of quality. In keeping with this, we are pleased to offer you many exciting new programs that are available to your club members.

To put an end to the old adage, we can show you that you don't have to spend money to make money. Our exclusive Club 15 is an example.

Your club can receive a 15% commission on total sales through the photoprocessing program. Your check is mailed at the end of each quarter.

or

The member can receive a 15% "commission" in the form of a deduction from his monthly statement.

or

The 15% can be split between the club and its members in any combination that is desired. As an example, the club would receive 10% and the member 5%. It's up to you of course, and any way it's divided, it still becomes an extra benefit for everyone involved and you didn't spend a dime.

This is only one of the many programs available from Technicolor, offering our high-quality products, film and photoprocessing services at great savings to your employees. Along with the employee savings, the club can also benefit as more profit is realized through volume sales.

Maybe you've heard it all before and now you're trying to figure out what our catch is. In all honesty, there is a catch, but only one—you have to fill out the coupon and mail it to us. That's the only investment you'll ever have to make—we promise.



Technicolor, Inc.
6311 Romaine Street
Hollywood, California 90038
Attn: Lee Coscino
Director CCC Program

☐ PLEASE SEND ME MORE INFORMATION ☐ I WOULD LIKE YOU TO CALL ME

NAME _____

TITLE _____

COMPANY NAME _____

COMPANY ADDRESS _____

CITY _____ STATE _____ ZIP _____

COMPANY TELEPHONE (INCLUDE AREA CODE) _____

CIRCLE READER SERVICE CARD NO. 39

May/June 1975

recreation management

THE JOURNAL OF EMPLOYEE RECREATION HEALTH AND EDUCATION

IN THIS ISSUE

Consumer bicycle tests
Employer of the Year
Convention Program
New NIRA President



SPECIAL NIRA 34TH ANNUAL CONVENTION ISSUE

"THE CHALLENGE OF CHANGE"

1975 GOLF FOR MILLIONS

ONE MILLION DOLLARS

FOR AMATEUR GOLFERS, PLAYING AT HANDICAP

NEARLY A HALF MILLION DOLLARS ★ IN FOUR ELIMINATION ROUNDS ★

START

START AT A NEARBY COURSE, COMPUTER MATCHED INTO A FOURSOME PLAYING AT YOUR REGISTERED HANDICAP.

BEAT

Beat just three golfers, and advance to the second round. Win the second round, and receive a gift certificate for $30, good for anything at a local Pro Shop.

WIN

Win the third round (beat 3 golfers), and receive another gift certificate for $60.

MORE THAN A HALF MILLION DOLLARS ★ IN TOURNAMENT PRIZES ★

144 WINNERS OF THE FOURTH ROUND WILL PLAY IN THE 36-HOLE GOLF FOR MILLIONS℠ CLASSIC IN DECEMBER.

APPEAR ON NATIONAL TV

in the 1975 Golf for Millions TV Spectacular

FLY FREE TO FABULOUS LAS VEGAS

Air fare paid for by Golf For Millions℠

STAY FREE AT CIRCUS CIRCUS

Hotel/Casino/Spa - on the Las Vegas Strip



WIN

Win the fourth and final elimination round (beat 3 more golfers) and receive another gift certificate for $100.

PLAY FOR PRIZES BIGGER THAN ANY PRO TOURNAMENT

1st Prize	$100,000 CASH
2nd Prize	75,000 CASH
3rd Prize	50,000 CASH

Minimum cash prize - $1000

ENTER WITH RECREATION DIRECTORS

BONUS!

Rebate certificates good for nationally advertised products at your local Pro Shop.

NIRA

©1975 Golf For Millions

GOLF FOR MILLIONS℠

1888 CENTURY PARK EAST • SUITE 1608 • CENTURY CITY, CA 90067

PHONE (213) 556-0922

Eligibility: Amateur male golfers, 18 years of age or older, with a handicap registered with any USGA recognized club or association. Prize amounts are based on 100,000 participants; actual cash and prizes will be determined by the number of participants, and as determined by the Executive Committee of GOLF FOR MILLIONS, Inc. Entry closes May 31, 1975.

CIRCLE READER SERVICE CARD NO. 40

EXECUTIVE DIRECTOR
MICHAEL A. FRYER

PRESIDENT
MILES M. CARTER, CIRA
McLean Trucking Company
Winston-Salem, North Carolina

PRESIDENT-ELECT
WILLIAM B. DeCARLO, CIRA
Xerox Corporation
Rochester, New York

VICE-PRESIDENTS
HOWARD D. BUNCH
First National Bank of Denver
Denver, Colorado
MELVIN C. BYERS, CIRA
Owens-Illinois, Incorporated
Toledo, Ohio
ARTHUR L. CONRAD, CIRA
Flick-Reedy Corporation
Bensenville, Illinois
FRITZ J. MERRELL, CIRA
Olin Corporation
Pisgah Forest, North Carolina
RICHARD H. WILSMAN, CIRA
S. C. Johnson & Son, Incorporated
Racine, Wisconsin

IMMEDIATE PAST PRESIDENT
EDWARD M. BRUNO, CIRA
3M Company
St. Paul, Minnesota

TREASURER
JOHN W. MEYER, CIRA
Motorola, Incorporated
Schaumburg, Illinois

DIRECTORS
SR. JOSE EMILIO AMORES
Prevision Social Grupo Industrial
Monterrey, N.L., Mexico
MARK ARMSTRONG
Xerox Corporation
Dallas, Texas
RICHARD BROWN
Texas Instruments, Incorporated
Dallas, Texas
ELIZABETH BURCHARD
Northwestern Bell Telephone Compan
Omaha, Nebraska
KIRT T. COMPTON
Eastman Kodak Company
Rochester, New York
VON CONTERNO
Pratt & Whitney Aircraft Club
East Hartford, Connecticut
JOE CORRIGAN
Danly Machine Corporation
Chicago, Illinois
GEORGE K. GRIGOR, CIRA
Kodak Canada, Limited
Toronto, Ontario, Canada
REYNOLDS JOHNSTON
Monsanto Company
Pensacola, Florida
JOHN LESLIE, CIRA
3M Company
St. Paul, Minnesota
ROY L. McCLURE, CIRA
Lockheed-Georgia Company
Marietta, Georgia
RAY MENDOZA, CIRA
Convair Recreation Association
San Diego, California
DICK M. MIKETINAC
Scharmin Paper Products
Green Bay, Wisconsin
EUGENE MILLER, CIRA
Michigan Bell Telephone Company
Detroit, Michigan
GEORGE MULLEN
Frigidaire Employees Recreation
Association
Dayton, Ohio
CHARLES J. PLACEK, JR.
Motorola, Incorporated
Scottsdale, Arizona
L. W. PORTER, CIRA
Raytheon Company
Andover, Massachusetts
JOSEPH R. SCALZO, CIRA
Sun Oil Company
Toledo, Ohio
JOSEPH C. SCHRANCK, CIRA
E. I. du Pont de Nemours & Company
Wilmington, Delaware
DAVE SHANKER
Shanker Industries, Incorporated
Cleveland, Ohio
STEPHEN D. WALTZ, CIRA
Cummins Engine Company
Columbus, Indiana

recreation management

Volume 18, Number 4

contents

3 34th Annual NIRA Convention Program
6 President's Message — *Miles Carter*
7 Incoming President's Remarks — *William DeCarlo*
8 1975 Employer of the Year
9 Convention Chairmen
10 Program Information
18 Cover Story: The Challenge of Change
by Steven L. Ranck, Ph.D.
42 NIRREF Sponsors Consumer Bicycle Tests
by Patrick B. Stinson and Dennis Gilbert

departments

20 NIRA News
24 News in Brief
32 Associate Profiles
36 Travel Spotlight
40 Company Profile
44 New Members
47 Constructive Comments
49 Travel Talk
50 New Products
51 Ad Index
55 NIRA Information Center
56 NIRA Services & Activities

PUBLISHER
Michael A. Fryer
EDITORS
Margaret Crane **Mary Morris**
PUBLICATIONS ADVISORY BOARD

ROBERT L. BARBOUR
EDITOR-PRESIDENT
PR Publishing Co., Inc.
Meriden, N.H.

ARTHUR W. BLANKENBURG
A. Blankenburg Associates
Graphic Design
Schiller Park, Ill.

MICHAEL P. DINEEN
PUBLISHER
Country Beautiful Corp.
Waukesha, Wisc.

ARTHUR L. CONRAD
(CHAIRMAN)
VICE PRESIDENT,
Public Relations
Flick-Reedy Corp.
Bensenville, Ill.

MELVIN C. BYERS
CORPORATE COORDINATOR OF
PERSONNEL ACTIVITIES
Owens-Illinois, Inc.
Toledo, Ohio

JOHN McGEHEE
DIRECTOR OF PUBLIC RELATIONS
Kiwanis International
Chicago, Ill.

TOM REID
DIRECTOR OF PUBLIC AFFAIRS
Illinois Manufacturers Association
Chicago, Ill.

JAMES D. HESSMAN
NEWS EDITOR
Seapower Magazine
Washington, D.C.

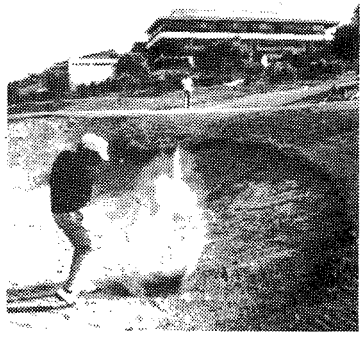
Published monthly, except combined issues in December-January and May-June, by the National Industrial Recreation Association, 20 N. Wacker Drive, Chicago 60606. (312) 346-7575. Sixty days notice in writing with old and new zip codes is required for uninterrupted service in the case of address changes. Subscription rates are $5 annually or 50¢ per issue. Views expressed by contributors do not necessarily reflect the opinion of the association.
Application to mail at controlled circulation pending at New Richmond, Wisconsin 54017. POSTMASTER: send form 3579 to 20 N. Wacker Drive, Chicago 60606.

about cover

Now, more than ever, success comes to those who can meet "The Challenge of Change." NIRA's 34th Annual Convention takes that theme and carries it to the many national delegates who will meet at the Sheraton Hotel in beautiful Kingston, Jamaica, May 15-20. The warm orange and sunny yellow of the cover reflect the colors of official carrier, Air Jamaica.

As the cover says, graphically, recreation directors of the future must reach out to employees and their families in new ways. They must be ready to work with an ever-wider variety of people . . . people of all ethnic groups, economic levels, and ages. They must offer activities which include many athletic, social, and cultural interests. They must now take a new look at the interests of women, especially in the sometimes neglected area of athletics. Perhaps most importantly, recreation professionals must meet the challenge of the economic times. Industrial programs can fill the recreation gap for many employees whose former sources of recreation have been cut from increasingly strict family budgets.

Artist John Michael Downs brings impressive credentials to NIRA's Convention issue. Born in Tomah, Wisconsin, Downs attended the Art Institute of Chicago and the University of Chicago. He is an editorial artist for the *Chicago Daily News* and has done numerous illustrations for major publishers and advertisers. He has also exhibited at art shows throughout the country.



The difference between the merely adequate and the truly spectacular

When the occasion calls for the extraordinary, consider the *Atalaya Park Hotel, on Spain's magical Costa del Sol.* Here, where the sun shines all year 'round, your group can convene in 5-Star luxury. The Atalaya Park offers 500 spacious rooms and suites, each with spectacular views of the Mediterranean or the mountains. Our convention hall, equipped with the most modern audio-visual aids, accommodates up to 600 persons.

Then there's our 18-hole championship golf course, seven all-weather tennis courts, riding stables and game room. In the Hotel itself there are six restaurants, in addition to several bars and an exciting nightclub.

Five swimming pools, elegant shops and all manner of extra services complete the scene.

Choose between the adequate and the spectacular.

Atalaya Park hotel
Golf and Country Club
Marbella, Costa del Sol, Spain

Tell me more about meeting at the Atalaya Park Hotel.
North American Sales Service Office, 60 East 42nd Street, New York, N.Y. 10017

NAME_____
COMPANY_____
ADDRESS_____
CITY_____ STATE_____ ZIP_____

CIRCLE READER SERVICE CARD NO. 7

LAS VEGAS HACIENDA HOTEL AND CASINO

3 DAY Deluxe Champagne Holiday

Luxurious room for 3 days and 2 nights • Delightful Champagne Breakfast • Spectacular Buffet Brunch • Gourmet Buffet Dinner • Midnight Show in Fiesta Room • 20 Lucky Nickels • Free Champagne Party Daily • All taxes, gratuities and baggage handling are included and much more!

$31.99 per person double occupancy
ITHLV 4

3 DAY Ultra Champagne Holiday

Deluxe accommodations • Delightful Champagne Breakfast • Spectacular Buffet Brunch • Dinner Show in the Fiesta Room, with Special Steak Entree • Free Champagne Party Daily • All taxes, gratuities and baggage handling are included. Plus much, much more!

$39.99 per person double occupancy
ITHLV 5

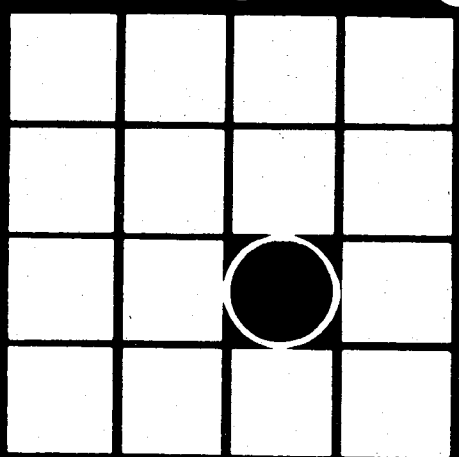
Write or phone the Hacienda Hotel and Casino
3950 Las Vegas Blvd. S., Las Vegas, Nv. 89119 • dial toll free
Western States, (800) 634-6611; Continental U.S., (800) 634-6713.

CIRCLE READER SERVICE CARD NO. 6

34th Annual NIRA Convention

Convention Program

the Challenge of Change!



May 15-20, 1975

Sheraton Hotel-Kingston, Jamaica

Greetings to NIRA's 34th Annual Convention

THE WHITE HOUSE
WASHINGTON

March 7, 1975

It is a pleasure for me to greet the delegates at the Thirty-fourth National Convention of the National Industrial Recreation Association.

Americans have always prided themselves on their capacity for work and their ability to produce. But just as the work ethic is basic to our national culture and high standard of living, so, too, is recreation essential to our well being.

Industrial recreation is particularly important in our fast moving society. It refreshes mind and body and renews the spirit. It permits us to work at a higher performance level and sharpens our focus for responding to the routine as well as the unexpected challenges that frequently beset us.

Work and recreation are partners. Each enhances the value of the other. Both will play critical roles as we intensify our efforts to increase the level of our national productivity, halt inflation, and combat recession.

I send my very best wishes to all who participate in your 1975 sessions, and hope that they will be highly rewarding for you and for the nation you serve.

Gerald R. Ford



JAMAICA HOUSE
KINGSTON, JAMAICA

April 9, 1975

It is a real pleasure to welcome to Jamaica the delegates to the Thirty fourth National Convention of the National Industrial Recreation Association.

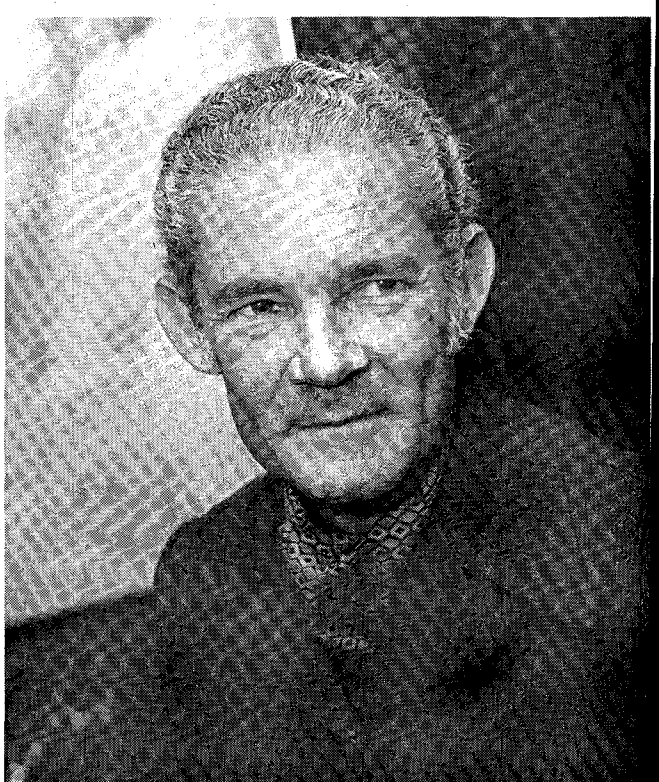
We are particularly gratified that your Association has chosen to meet in our capital city of Kingston, for while the resort areas of our beautiful North Coast are perhaps better known in your country, Kingston is the heart of our young nation, and to welcome you here is, in a very real sense, to welcome you into our home.

Jamaica is blessed with the kind of climate that makes outdoor recreation year round a part of our lives, and sport is an important part of our lives. But we have long recognised, too, the critical role that recreation must play in helping our workers to reach the levels of productivity we need, to earn for us the standards of living that all people, Jamaicans and Americans alike, legitimately aspire to.

The aims of your Association, therefore, are aims with which we can identify, and it is my personal hope that during your stay with us, you will have the opportunity to meet with many Jamaicans, to share with us your experience and to learn something of what we are striving to accomplish.

I send my very best wishes to all who will be participating in your meetings, and I am confident that among you, my country can make new and valued friends.

Michael Manley
Prime Minister



NIRA PAST PRESIDENTS

1941-44 Dr. Floyd R. Eastwood,* Los Angeles State College

1944-46 Edward B. DeGroote,* Servel, Inc.

1946-47 James J. Walsh,* Chrysler

1947-48 R. C. Skillman, Champion Papers, Inc.

1948-49 C. A. Benson, Eastman Kodak Company

1949-51 W. H. Edmund, Goodyear Tire & Rubber Company

1951-52 John R. Ernst,* National Cash Register Co.

1952-53 William T. Prichard,* General Motors

1953-54 A. H. Spinner, Armstrong Cork Company

1954-55 Ralph M. Isacksen, Seeburg Corp.

1955-56 Carl Klandrud, Allis-Chalmers Manufacturing Co.

1956-57 Ben Kozman, Thompson Ramo Wooldridge, Inc.

1957-58 Kenneth Klinger, Consolidated Vacuum Corp.

1958-59 Thomas G. Croft, General Dynamics/Fort Worth

1959-60 John H. Leslie, Minnesota Mining

1960-61 Oskar Frowein, Republic Aviation

1961-62 Robert A. Turner, West Point Mfg. Co.

1962-63 Edward T. Mitchell, U.S. Steel Corp.

1963-64 Walter Dowswell,* Motorola, Inc.

1964-65 Frank Davis, Lockheed-California Co.

1965-66 Charles Bloedorn, Goodyear Tire & Rubber Co.

1966-67 Larry M. Deal, Sr., Inland Mfg. Co.

1967-68 Patrick W. Feely Jr., The Falk Corp.

1968-69 Kenneth L. Kellough,* North American Rockwell Corp.

1969-70 A. Murray Dick, Dominion Foundries & Steel, Ltd.

1970-71 Martha L. Danniell, Nationwide Insurance Co.

1971-72 C. James Moyer, Eastman Kodak Co.

1972-73 Gary D. McCormick, Salt River Project, PERA Club

1973-74 Edward M. Bruno, 3M Company

1974-75 Miles M. Carter, McLean Trucking Company

*deceased

professional services directory

CIRCLE READER SERVICE CARD NO. 8

Kotz & Schneider — LAND AND RECREATION PLANNING AND DESIGN

307 SOUTH TOWNSEND STREET SYRACUSE, NEW YORK 13202 315-475-4157

recreational planning · programming · design · consultation

CIRCLE READER SERVICE CARD NO. 9

Hugh G. Goldsmith & Associates, Inc.

dlh DEHART, LANDS & HALL planning / analysis group

512 LYON BUILDING SEATTLE WA. 98104 (206) 622-1080 631 LYON BUILDING SEATTLE WA. 98104 (206) 682-1925

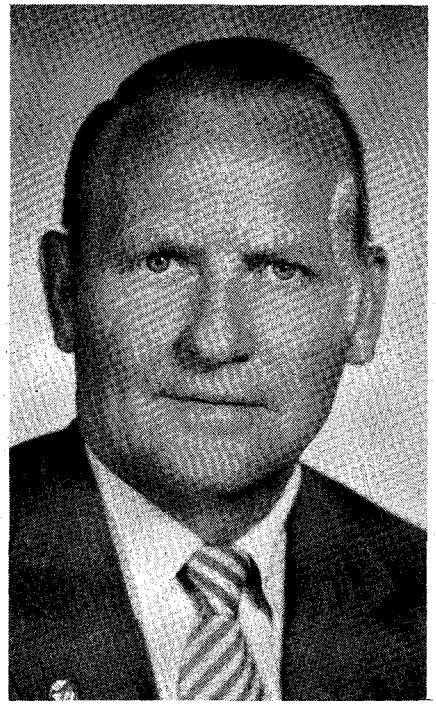
CIRCLE READER SERVICE CARD NO. 10

tpa

Planning | Design | Engineering | Feasibility Studies

State, Regional and Community Parks and Recreation Facilities

Technical Planning Associates
100 Broadway, North Haven, Connecticut 06473 Tel. (203) 239-5671



Miles M. Carter
President
National Industrial
Recreation Association

President's Message

"A Future of Continuing Accomplishments"

I wonder what the first President of the National Industrial Recreation Association had in mind 34 years ago when he was elected President of the Association. What did he hope to achieve? Did he reach those goals? I will say that in the 16 years that I have been a member, I have witnessed many accomplishments under the able leadership of 15 of our past presidents.

Last May when I accepted the gavel from Ed Bruno of 3M Company, I made the statement that I would do my best and that I felt in my heart that all of you would support me. You have, and I am thankful for your wonderful support and cooperation.

As you recall, at the installation service we asked you to assemble a puzzle stating your thrusts for 1974-75. The major thrusts were to increase membership, to increase services and to continue our Research program. It is a pleasure to report that our goals are becoming a reality. Our most significant accomplishments have been in membership. To date, through the very capable leadership of Melvin Byers, Owens-Illinois Company, Al Porter, Rayethon Company, Pat Stinson, NIRA staff, and many more of you, we have grown from a membership of 595 to well over 1,000.

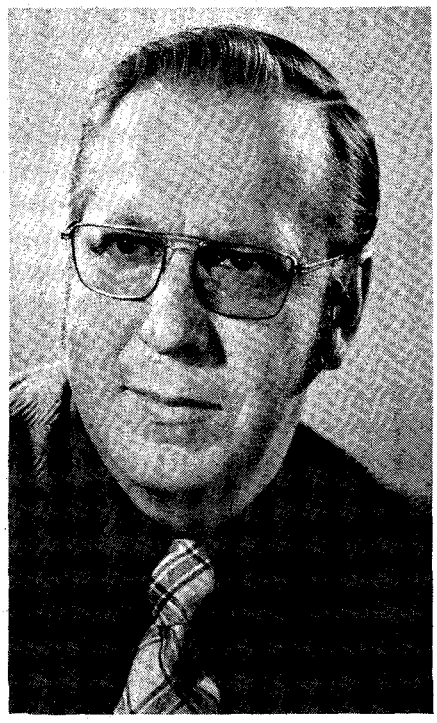
Our services, postal and on site tournaments, library and publications, have been updated. Research is going full steam ahead following the introduction of a plan by Dick Wilsman. Dr. C. J. Roberts is well on his way with the resource book on Industrial Recreation.

We must take our hats off to Howard Bunch, First National Bank of Denver, for his excellent job with our finances; to Art Conrad, Flick-Reedy Corporation, for his outstanding leadership in our publications; to Fritz Merrell, Olin Corporation, in his program services arrangements; and to our most dedicated Board of Directors and our NIRA staff members who have worked so diligently with the nitty-gritty details.

Now that it is Convention Time, you have packed your bags, put your traveling breeches on, and shifted your anticipation in high gear. We're here for the best and most exciting convention in the history of NIRA. Steve Waltz, Cummins Engine Company, and his committee have cut nothing short in planning our program. It's going to be great! Bill DeCarlo, Xerox Corporation, Overall Chairman of the Convention, has tied everything together through hours of telephone conversations, days of organizing, and miles of letters.

Spouses, we all welcome you to the fun and excitement of Jamaica, where the sun always shines, the sea is always blue and the sand waits for you.

Fellow members, I thank you for your support. We can't go anywhere but forward with a membership of professionals like you. May your dedication continue in the future.



William DeCarlo
President-elect
National Industrial
Recreation Association

President for 1975-76

William B. DeCarlo, Manager of ecreation Services for Xerox Cor- oration within the Monroe County rea, is the new President of the Na- onal Industrial Recreation Associ- tion for 1975-1976.

Bill has been President-elect of IRA since the annual business eeting last June and will advance the presidency during this 1975 onference.

Since joining Xerox in 1966, eCarlo worked with the Xerox Recreation Association and advanced to become Manager in 1970. The Xerox Recreation Association services more than 16,000 employees and their families and offers about 100 diverse recreational activities.

DeCarlo has a staff of six recreation professionals and three clerical/secretarial support people. Within the Monroe County area there are five separate Xerox Recreation Association locations to service the people. Some of the facilities include fitness labs, multi-purpose rooms, lighted ball diamonds and tennis courts, an 18-hole putting green, outdoor basketball, volleyball and archery courts.

NIRA's new President is also on the faculty at the State University of New York at Brockport. Prior to joining Xerox, DeCarlo served as Superintendent of Recreation and Parks for Annapolis, Md. and New Castle, New York. He is an Army veteran and received a B.S. in Recreation Education from the State University of New York at Cortland and an M.S. in Recreation and Parks Administration from the University of Illinois. DeCarlo is a member of the Genesee Valley Recreation and Park Society, New York State Recreation and Park Society, National Recreation and Park Association, the Sports and Recreation Committee of the Rochester Industrial Management Council and the American Association for Health, Physical Education and Recreation.

The new President lives in Webster, New York with his wife and two daughters. During his term in office, DeCarlo "will concentrate on serving the interests and needs of both large and small industries as they relate to industrial recreation and will make a concerted effort in improving program services to all of our members."

NIRA Employ r of th Y ar

Charles J. Pilliod, Jr., Chairman of the Board of The Goodyear Tire & Rubber Company, is honored as the 1975 NIRA "Employer of the Year."

Pilliod's wholehearted support of Goodyear's fine industrial recreation programs means better services for all his employees.

Says Pilliod, "Management has an obligation, wherever possible, to see that employees acheive a greater sense of personal satisfaction from what they do. Recreation becomes the key factor in productivity by giving the individual status and recognition, as well as improving his or her morale. A diversified selection of activities for employees, members of their families and retirees is the fiber that joins our people into a well-knit, friendly group — on and off the job."



Charles J. Pilliod, Jr. Employer of the Year

The list of Goodyear activities and facilities is virtually endless. Its award-winning programs include over 40 employees clubs. Under corporate sponsorship, employees get together for athletics, drama, gardening, photography, model railroading, and many more interests. Goodyear Hall in Akron was built to house the company's growing number of recreational activities, beginning in the 1920's. The Hall houses a complete gymnasium with locker and shower facilities and a 3,000 spectator seating capacity. It also contains a fully equipped theatre, a second little theatre, an 18-lane bowling complex, a billiard room, a steam bath, men's and women's meeting rooms, and more. Outside, fields await organized softball, flag football, riflery, and any other club activity which employees choose to initiate.

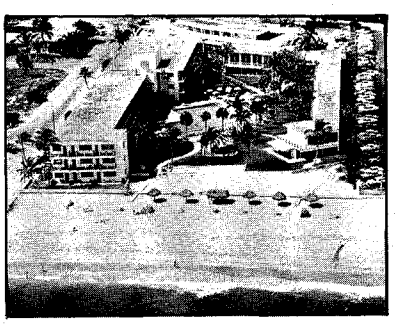
By necessity, Pilliod has spent much of his Goodyear career away from Akron. After serving as an Air Force pilot in World War II, Pilliod joined Goodyear's foreign operations. He was appointed managing director of Goodyear-Panama in 1947. Successive moves found him in Peru, Columbia, Brazil, and Great Britain over the next 16 years. Pilliod became a vice president shortly after returning to Akron in 1966. After serving in several capacities in Akron, he was named president of the company in 1972 and chief executive officer last year.

Pilliod is active in many civic, national, and international associations. In 1972, Queen Elizabeth of Great Britain bestowed upon him the award of Honorary Commander of the Most Excellent Order of the British Empire — the highest recognition generally given by the Empire to non-Britons. The award cited his "outstanding services in the cause of Anglo-American relations." Two years later, Luxembourg conferred special honor upon him for his contributions to the Duchy's economic progress.

Pilliod, and his wife, Marie Elizabeth, have five children.

FORT LAUDERDALE, FLORIDA

THE beach club HOTEL



Special Industrial Rates

Catering to individual, couple and family vacationers.

Please write for information.

Jack Lindeman
3100 North Ocean Boulevard
Ft. Lauderdale, Florida 33308
Area Code 305 - 564-8502

Our Own Private Beach

CIRCLE READER SERVICE CARD NO. 11

Convention Committee Chairmen



Convention Chairman
William DeCarlo
Xerox



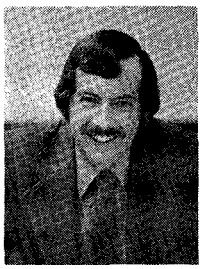
Asst. Conv. Chairman
Roy McClure
Lockheed



Entertainment Chairman
Asst. Conv. Chairman
Ftiz Merrell
Olin



Program Chairman
Steve Waltz
Cummins Engine



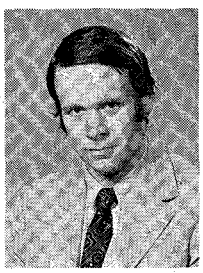
Asst. Prog. Chairman
Kirt Compton
Eastman Kodak



Registration Chairman
Pat Stinson
NIRA Staff



Exhibits Chairman
Dave Shanker
Shanker Industries



Security Chairman
Steve Edgerton
Xerox



Asst. Sec. Chairman
William Dorr
Eastman Kodak



Women's Prog. Co-Chairman
Virginia Conrad



Women's Prog. Co-Chairman
Marie McClure



Women's Prog. Co-Chairman
Virginia Merrell



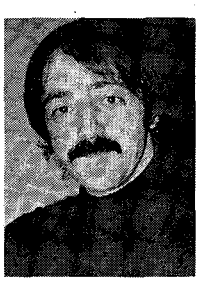
Women's Prog. Coordinator
Joan Fryer



Customs Chairman
Joe Schranck
E. I. DuPont



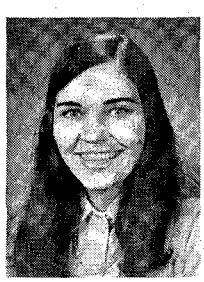
Hospitality Chairman
Andy Zadany
Corning Glass



Communications Chairman
Jerry Christina
Northern National Gas



Publicity Chairman
Art Conrad
Flick-Reedy



Children's Prog. Chairman
Patricia Compton



Michael Fryer
Executive Director
NIRA



Door Prize Chairman
James Fassenella
Rochester Gas & Electric

Program Information

Meeting Room Location:
The *Spanish Main, Terrace* and *Coffee Shop* are near the pool. The *Top of the Sheraton* and *Room 4* are at the top of the tower building. The *Swap Shop* is just inside the exhibit hall entrance. The *Morin Shop* is outside the hotel near the commercial shops.

Thursday, May 15

6:00-7:00PM Welcome — *Poolside*
Reception with cash bar. Familiarization with new members and first-time delegates

7:00-7:30PM Convention Opening — *Terrace*
Official Convention Opening Ceremonies
Official Guests:

Miles M. Carter, President of NIRA
William B. DeCarlo, Convention Chairman, NIRA
Michael A. Fryer, Executive Director of NIRA
Master of Ceremonies: Gloria Boyles, Union Carbide Corp.
Session Chairman: Steve Waltz, Cummins Engine Co.
Session Vice-Chairman: Kirt Compton, Eastman Kodak Co.

7:30PM Dinner — *Poolside*
Evening free. Optional Buffet and entertainment

Friday, May 16

8:00PM-Noon Concurrent Educational Sessions & Breakfast — Various Rooms
Regional Breakfast Meetings and Educational Programs
"Elections, NIRA Business, & Regional Discussions on Corporate Recreation Programs, Family Recreation Programs and Retiree Recreation Programs"

Region 1 — *Coffee Shop*
Chairman: Von Conterno, Pratt & Whitney Aircraft Company
Region 2 — *Morin Shop*
Chairman: Joe Schranck, E.I. du Pont, de Nemours & Co.

Region 3 — *Terrace*
Chairman: Steve Waltz, Cummins Engine Co.

Region 4 — *Spanish Main*
Chairman: Roy McClure, Lockheed-Georgia Co.

Region 5 — *Spanish Main*
Chairman: Nick Miketinac, Charmin Paper Co.

Region 6 — *Room 4*
Chairman: Richard Brown, Texas Instruments Inc.

Region 7 — *Top of the Sheraton*
Chairman: Charles Placek, Motorola, Inc.

Region 8 — *Top of the Sheraton*
Chairman: George Grigor, Kodak Canada Ltd.

Region 9 — *Top of the Sheraton*
Chairman: Jose Amores, Alfa Group, Monterrey, Mex.

8:00AM-Noon Exhibitors Set-Up & Breakfast
Exhibit Hall
Exhibitors set-up booths with Continental breakfast in the exhibit hall.

Noon-1:30PM Lunch for Delegates — *Poolside*
"Lunch on your own for delegates and spouses"
(native fashion show for all)

Noon-1:30PM Lunch for Exhibitors — *Spanish Main*
(For exhibitors only — special briefing luncheon and educational session)
"Indentifying The NIRA Market"
Speakers: Michael A. Fryer, Executive Director, NIRA "Communications Create More Sales"
Dr. Paul Preston, Professor of Management Florida Atlantic University
Chairman: Arnold Light, Hawaiian Holidays Inc.
Vice-Chairman: James Harkins, New England Art Publishing Co.

1:30-3:30PM General Educational Session — *Top of the Sheraton*
"Opportunities for expanded relationships between industry and the academic community"
Speaker: Dr. Darab Unwalla, Director of Executive Programs, Florida Atlantic University
Summarizer: Dr. C. J. Roberts, Vice President University of Toledo
Chairman: John Bowman, Bethlehem Steel Corp.
Vice President: George Grigor, Kodak Canada, Ltd.

3:30-4:15 Concurrent Educational Sessions — *Room 4*
"You are what your staff is"
Speakers: Dr. Paul Preston, Professor of Management, Florida Atlantic University
Dr. Thomas Zimmer, Professor of Management, Florida Atlantic University
Chairman: Steve Edgerton, Xerox Corp.
Vice-Chairman: Ray Kapper, Firestone Corp.

3:30-4:15PM — *Morin Shop*
"Record Keeping for Audits — Are you protected?"
Speaker: Howard I. Saretsky, Audits & Systems
Chairman: Bill Dorr, Eastman Kodak Co.
Vice-Chairman: A. Murray Dick, Dominion Foundries & Steel Co. Ltd.

3:30-4:15PM — *Coffee Shop*
"A new look at OSHA as the states take over administration of the act"
Speaker: Walter Krawiec, Attorney At Law
Chairman: Arthur Conrad, Flick-Reedy Corp.
Vice-Chairman: Roy McClure, Lockheed-Georgia Co.

4:15-5:00PM Free Time or Optional Educational Sessions — *Coffee Shop*
"Bird Watching"
Speaker: Walter Krawiec

4:15-5:00PM — *Morin Shop*
"How to Communicate"
Speaker: Mel Byers, Owens-Illinois Inc.

4:15-5:00PM — *Poolside*
"Cracker Barrel Discussion Session"

5:00-7:00PM Exhibit Hall Session — *Exhibit Hall*
"Grand Opening of Exhibits"

7:15PM Dinner — *Poolside*
NIRA "Super BAR-B-Q" Dinner, entertainment by Jamaica's National Police Band

Saturday May 17

8:00-10:30AM Exhibit Hall Session & Breakfast — *Exhibit Hall*
Exhibits open-continental breakfast for all in the exhibit hall

8:00-9:45AM CIRA/CIRL Breakfast (CIRA/CIRL's only) — *Spanish Main*
Speakers: Dr. C. J. Roberts, Vice President, University of Toledo
Dr. Virginia Gillespie, Chairman of Recreation Dept. University of Oklahoma
Dr. Herb Spear, Manager of Systems Development, Borden Inc.
Chairman: John Leslie, 3M Co.
Vice-Chairman: A. Murray Dick, Dominion Foundries & Steel Co. Ltd.

8:00-10:30AM — *Swap Shop*
Program Material Swap Shop
Supervisor: Von Conterno, Pratt & Whitney Aircraft Co.

10:45AM-Noon General Educational Session — *Room 4*
"Measuring Recreation's Effect on Productivity"
Speakers: Dr. Bob Wanzel, Chairman of Sports Administration, Laurentian University, Canada
Dr. Tom Zimmerer, Professor of Management Florida Atlantic University
Dr. Reginald Carter, Dept. of Social Services, State of Michigan
Chairman: Dr. Keith Roys, University of Missouri
Vice-Chairman: Vicki Lucas, Northern Natural Gas Co.

10:45AM-Noon Exhibitor's Education Session — *Morin Shop*
"Closing The Sale"
Speaker: Dr. Thomas Zimmerer, Professor of Management, Florida Atlantic University
Chairman: Clay Blaylock, Frontier Airlines
Vice-Chairman: Dave Shanker, Shanker Industries

12:30-2:30PM Lunch — *Pegasus Hotel*
"Awards Luncheon"
NIRA Citizens Savings Award
NIRA Certificate of Excellence Awards
NIRA Distinguished Service Award
NIRA Promotional Awards
National Rifle Association Awards
Master of Ceremonies: Ed Bruno, 3M Co.

2:30-3:45PM General Educational Session — *Room 4*
"Workshop on Program Ideas"
Workshop Leaders: NIRA Past Presidents
Chairman: Ed Bruno, 3M Co.
Vice Chairman: Miles Carter, McLean Trucking Co.

2:30-3:45PM Exhibitors Educational Session — *Various Rooms*
"Workshop for better sales promotion"
1. Recreation Equipment — *Coffee Shop*
   Chariman: Ray Mack, Professional Gym, Inc.
2. Travel — *Morin Shop*
   Chairman: Walter Czerny, Austrian National Tourist Office
3. Service Organization — *Spanish Main*
   Chairman: Jerry Duhammel, AAU
4. Merchandise & Ticket Programs — *Top of the Sheraton*
   Chairman: Harold Sapperstein, Toyoda America Inc.

3:45PM Free Time
Afternoon and evening free. Refer to suggested list of restaurants.

Sunday May 18

10:30AM-Noon Annual Meeting — *Room 4*
NIRA Annual Meeting and Election of Officers

12:30-2:15 PM Lunch — *Pegasus Hotel*
Management Luncheon to honor Charles J. Pilliod, Chairman of the Board Goodyear Tire and Rubber Company as "Employer of the Year 1975"
Recipient: Charles J. Pilliod
Master of Ceremonies: Mike Brown, R.R. Donnelly & Sons Inc.

2:45-3:45PM Concurrent Sessions — *Coffee Shop*
"Development of a Comprehensive employee/employer communication program"
Speaker: Dr. Herb Spear, Manager of Systems, Development, Borden, Inc.
Chairman: Dr. Bob Wanzel, Laurentian Univ.
Vice Chairman: Mel Byers, Owens-Illinois, Inc.

2:45-3:45PM — *Room 4*
Double Feature
"How to start an in-house travel desk"
Speaker: John Buckley, Director of Corporate Travel, Lockheed Missiles and Space Co.
"What is ITC, GIT, OTC, FIT etc. travel?"
Speaker: Selected NIRA Travel Exhibitors
Chairman: Bill Wright, Lockheed Missiles and Space Co.
Vice Chairman: Fred Wilson, Scoville, Mfg. Co.

2:45-3:45PM — *Morin Shop*
"Development and installation of Fitness Training Centers"
Speakers: Warren Dew, Professional Gym, Inc.
Jerry Christina, Northern Natural Gas, Co.
Chairman: Dr. Paul Lessack, Rutgers Medical Center
Vice-Chairman: Bert Knitter, U.S. State Department

4:00-7:00PM Exhibit Hall Session — *Exhibit Hall*
Exhibits open with Rum Swizzle Party and Hor d'oeuvres sponsored by the Sheraton Kingston Hotel

7:00PM Free Time
Evening free to enjoy local restaurants and entertainment

Monday May 19

8:00-10:00AM Exhibit Hall Final Session & Breakfast — *Exhibit Hall*
Exhibits open with continental breakfast for all in the exhibit hall. Merchandise prize drawings at selected booths

10:30-11:30AM General Educational Session — *Room 4*
"Employee Services on the move — There are broader horizons ahead"
Speakers: Dr. C. J. Roberts, University of Toledo
Dr. Virginia Gillespie, Oklahoma University
Chairman: Paul Burroughs, Kaiser Steel Co.
Vice-Chairman: Mark Armstrong, Xerox Corp.

Noon-1:30PM Lunch — *Poolside*
Optional cash buffet

Noon-1:30PM Board of Directors Meeting & Lunch — *Spanish Main*
Working lunch & Board meeting
William B. DeCarlo, presiding

1:45-3:00PM Concurrent Educational Sessions — *Coffee Shop*
"Managing Your Board of Directors Effectively"
Speakers: Dick Brown, Texas Instruments, Inc.
Ray Mendoza, Convair Div., General Dynamics
George Mullen, Frigidaire Div, GMC

Chairman: Rodney Smithson, Illinois Agricultural Assn.
Vice-Chairman: Ron Charrington, Ethyl Corp., Canada

1:45-3:00PM — *Morin Shop*
"The Professional's Dilemma: to participate or not to participate"
Speakers: Von Conterno, Pratt & Whitney Aircraft Co.
Chuck Bloedorn, Goodyear Tire & Rubber Co.
Larry Phillips, State Farm Insurance Co.
Chairman: John Barth, Maryland Cup Corp.
Vice-Chairman: Noel Rentz, Kaiser Steel

1:45-3:00PM — *Top of the Sheraton*
"Co-ed Activities — How Far Do We Go?"
Speakers: Elizabeth Burchard, N.W. Bell Telephone Co.
Vicki Lucas, Northern Natural Gas Co.
Chairman: Michael McDaniel, Kerr-McGee Corp.
Vice-Chairman: James Wilson, Sterns-Roger, Inc.

1:45-3:00PM Exhibitors Evaluations & Educational Session — *Room 4*
1. Evaluation Session
2. Election of Exhibitors Committee
3. "Follow-up is Essential"
Speakers: Dr. Thomas Zimmerer
Dr. Paul Preston
Chairman: Arnold Light, Hawaiian Holidays
Vice-Chairman: Murray Weiss, Benrus Corp.

3:15-4:30PM Concurrent Sessions — *Morin Shop*
"Programming Idea Exchange Seminar"
Seminar Leaders: Fritz Merell, Olin Corp.
Ellis Rhodes, Solar Inc.

3:15-4:30PM — *Top of the Sheraton*
"Selling Management On Future Recreation Facilities"
Speakers: Andy Zadany, Corning Glass Works
Jerry Yoder, General Dynamics Corp.
Jose Amores, Alfa Group, Mexico
Chairman: Shelby Kinney, West Point Pepperell Co.
Vice-Chariman: O. Thibodeaux, Lummas Co.

7:00-8:00PM — *Poolside*

8:00PM President's Ball — *Ballroom*
"Official Convention Closing" Tribute to Miles M. Carter, outgoing President and William B. DeCarlo, incoming President.
Gala Jamaican entertainment and exquisite dining followed by dancing under the stars.
Master of Ceremonies: "Doc" Medley, Naval Training Ctr. Orlando

MAREDON TRAVEL LTD. Presents

The Concord at St. Maarten
Hotel and Casino
In The Netherlands Antilles

A LITTLE FOREIGN,
A LITTLE EXOTIC . . . A LITTLE WONDERFUL

8 DAYS, 7 NIGHTS

$299. per person (double occupancy) + $30.00 tax and service
Holiday surcharges will apply.

Sunday Departures, April 27-May 25
Monday Departures, June 2-December 8
Inquire about our special Winter Program beginning December 15.

Available only to qualified affinity or incentive groups or 40 or more persons.

YOUR TOUR PACKAGE INCLUDES:

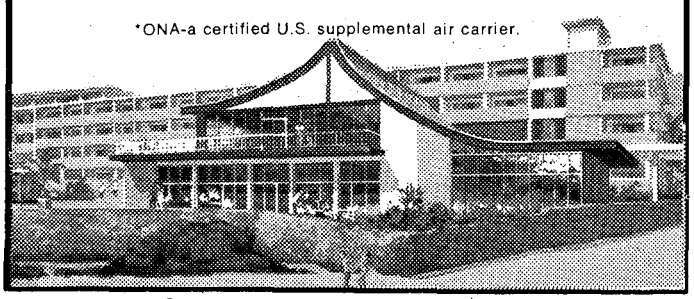
- Roundtrip non-stop DC-8 jet transportation via Overseas National Airways* (N.Y. Departures from American Airlines Terminal).
- Twin-bedded, air-conditioned rooms with view, at the CONCORD AT ST. MAARTEN (located right at the water's edge).
- Full breakfast daily and five superb dinners.
- Open bar. Cocktail party with hors d'oeuvres.
- Transfers between St. Maarten Airport and your hotel, baggage handling included.
- U.S. and St. Maarten Airport Taxes, as well as hotel taxes.
- Gratuities to porters, bellmen and dining room staff, chambermaids and beach attendants for all meals and services covered.
- Tour assistance on departure from your home airport.
- Complete sports facilities, including tennis, fishing, scuba-diving, etc.

All prices quoted are based on exchange rates, tariffs, taxes, costs and air fares at the time of publication (Dec. 1, 1974) and are subject to revision if there is any change in the rates, tariffs, currency exchange, government taxes or fuel surcharges prior to scheduled departure dates.

FOR INFORMATION AND RESERVATIONS PLEASE CONTACT:

MAREDON TRAVEL, LTD.
1212 Avenue of the Americas, New York, N.Y. 10036
Tel: (212) 575-0717

*ONA-a certified U.S. supplemental air carrier.



CIRCLE READER SERVICE CARD NO. 12

Announcing a new, friendly, inexpensive place in the sun.

Loews Dominicana.

One of the most fabulous hotels you never stayed at. Where the rates are among the lowest in the Caribbean. And the people are some of the friendliest you ever smiled at. Loews Dominicana. Set like a jewel on a magnificent tropical island.

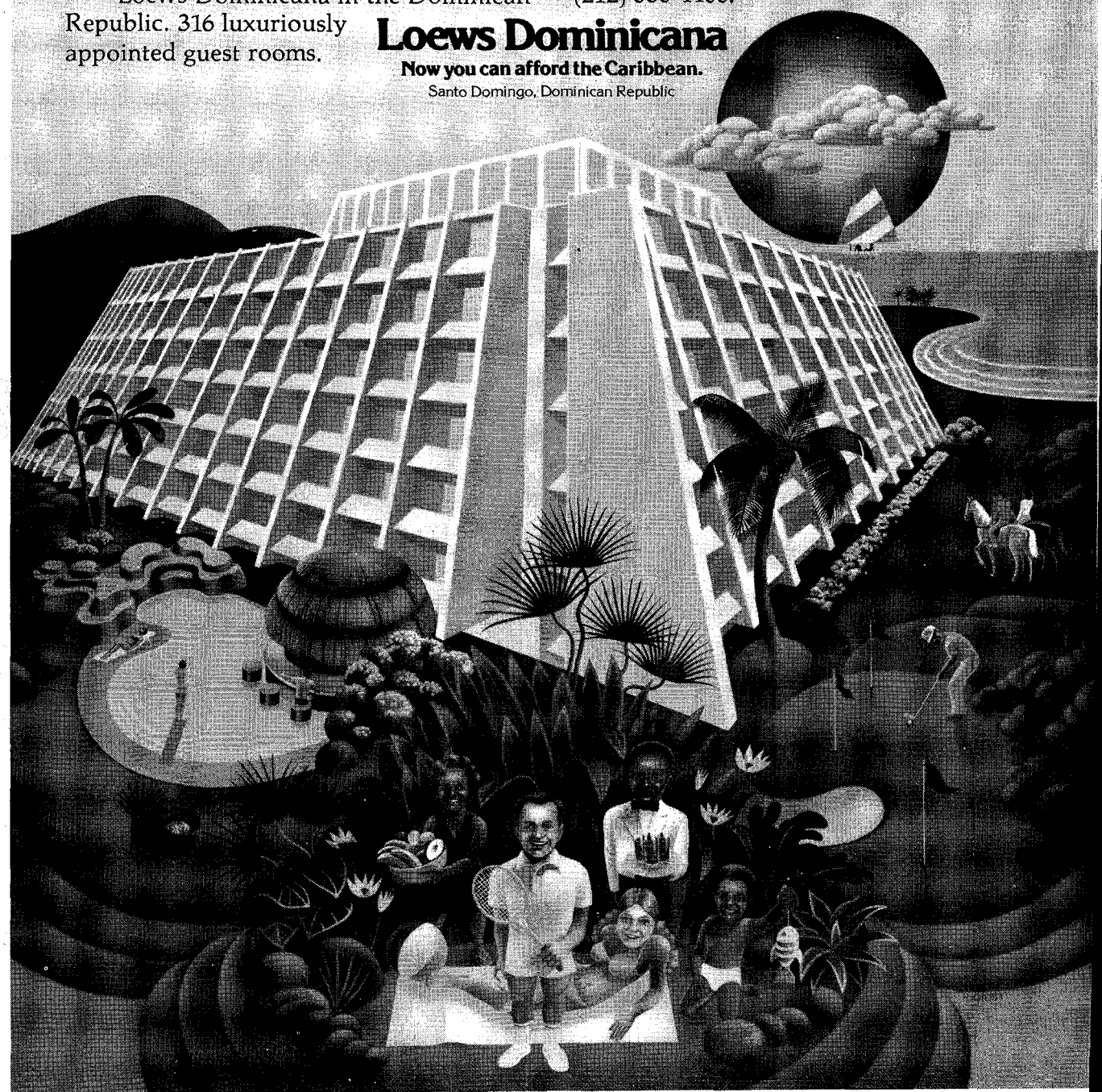
Loews Dominicana in the Dominican Republic. 316 luxuriously appointed guest rooms. 8 tennis courts. 7 superbly equipped meeting rooms at our convention center. Ready for you December 1975.

For a brochure and group rates call or write Terry Rufer, VP Sales, Loews Hotels, 666 5th Avenue, New York, N.Y. 10019. (212) 586-4400.

Loews Dominicana

Now you can afford the Caribbean.

Santo Domingo, Dominican Republic



CIRCLE READER SERVICE CARD NO. 13

WE'RE OUT TO MAKE YOU FEEL GOOD ALL OVER.



What we have in mind will take you from your home to ours: Jamaica. Where you can just let the sun love you and unwind all your city kinks.

On the way, you'll meet the most engaging girls in all of Jamaica. The stewardesses of Air Jamaica. When they fly, they're so graceful, we call them our Rare Tropical Birds.

Your ears will be soothed by the sound of our Reggae music, and your toes will tap and the rest of you begin wriggling.

Your hands will feel cool holding a frosty Rum Bamboozle (free to everyone on board), but your lips will have a warm glow from the kicky taste.

Your mouth will water when lunch comes around, and your tummy will love what you choose. Filet Mignon Maître d'Avion. Lobster Port Royale, Banana Upside Down Cake.

When we present our in-flight fashion show, your eyebrows will rise to the skies. It features the latest creations of Jamaican couturières, modeled by our Rare Tropical Birds.

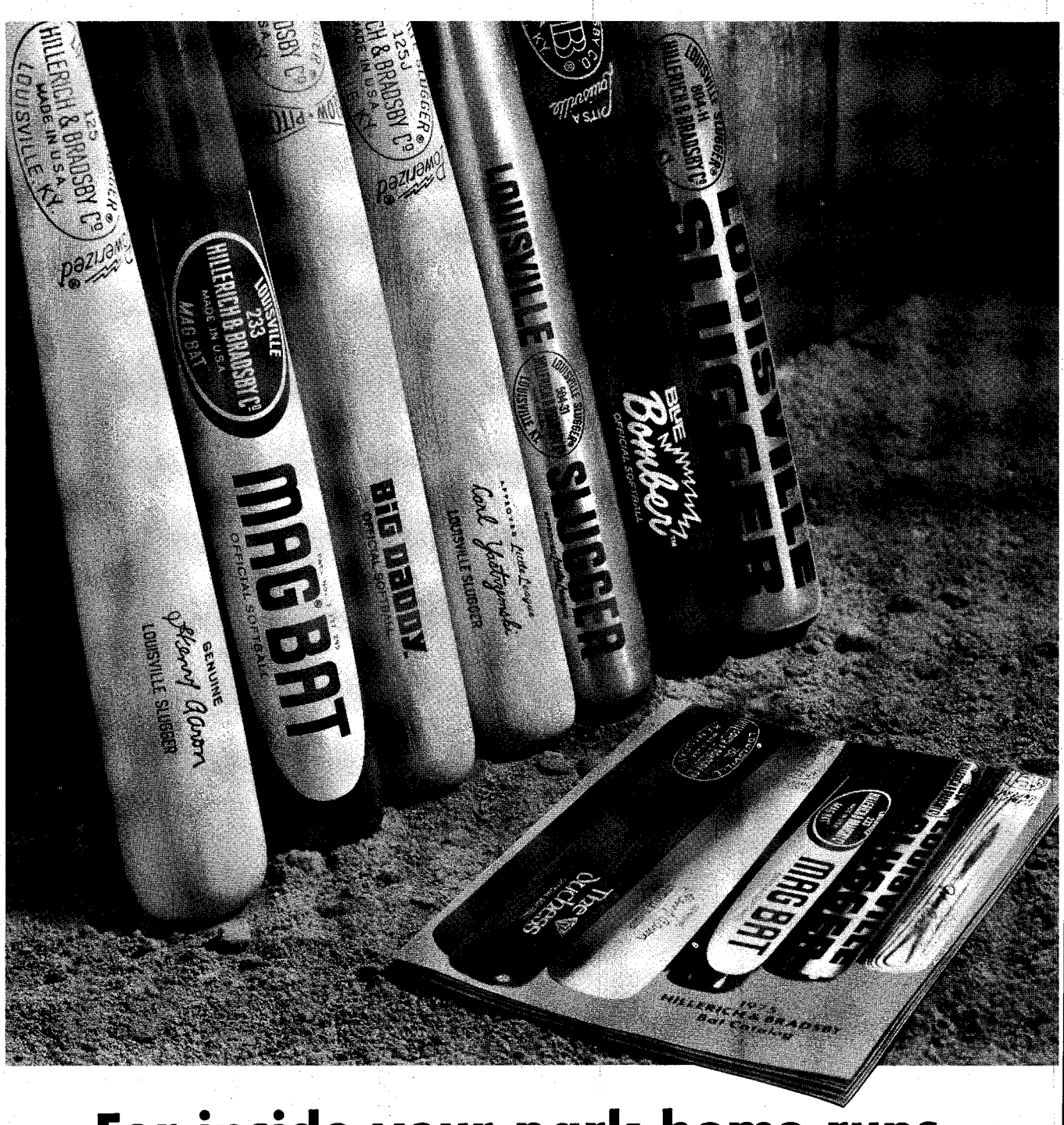
Now, flying big jets down to Jamaica is a very juicy plum for a pilot. So we can afford to be choosey about whom we hire. As a result, we have an Elite Corps of Captains who are among the best in the business.

Any day you and someone you feel good about want to feel good all over out of New York, Philadelphia, Miami, Chicago, Detroit, Toronto or Nassau, call your Travel Agent and ask for us by name.

airJamaica

WE MAKE YOU FEEL GOOD ALL OVER

CIRCLE READER SERVICE CARD NO. 14



For inside your park home runs.

You can't miss with H&B.

Our youth league bats are branded with the biggest names in baseball—Hank Aaron, Johnny Bench and Pete Rose—just to name a few.

Softball bats come in all sorts of colors and shapes, branded with names like "Dynamite" or "Big Daddy."

And if you like metal, we've got the aluminum Louisville Slugger® and the space-age magnesium bat—The Mag® Bat. Both are as durable as they are exciting.

You can see the complete selection in our free full-color bat catalog. It's yours for the asking.

Hillerich & Bradsby Co.

The hardest hitting name in sports.

LOUISVILLE, KENTUCKY

CIRCLE READER SERVICE CARD NO. 15

$299*

DISCOVER PUERTO LA CRUZ

Offer your group clients a unique experience—discovering Puerto la Cruz, Venezuela, South America's country in the Caribbean. Here green hills ring a beautiful bay lined with soft, sandy beaches where the only footprints you'll find are those you left behind.

PROGRAM SPECS:

Thursday departures via certified supplemental carrier beginning October, 1975 for affinity or single entity groups/7 nights at the luxurious 5-star ocean-front MELIA PUERTO LA CRUZ/transfers and hotel taxes/welcome cocktail/golf and tennis privileges/optional tours and dining plans.

Ask about our Incentive Rebate Plan.

For complete details call:
Joe Weinrebe
Republic Travel Service
312 Stuart St.
Boston, Mass. 02116
617-357-9700.

*plus 15% tax and services/basis—double occ. ex New York/East Coast and Midwest cities on request.

$289*

FRIENDLY SANTO DOMINGO

Santo Domingo's friendly people will welcome your group to the oldest city in the New World. Where the charm of colonial Spain is set in the Caribbean's most beautifully landscaped island. Where the sun is always with you and where sports and duty-free shopping is plentiful.

PROGRAM SPECS:

Saturday departures beginning December 20, 1975 for affinity or single entity groups/7 nights at the new, deluxe LOEWS DOMINICANA/transfers and hotel taxes/welcome cocktail/golf and tennis privileges/gambling/optional tours and dining plans.

Ask about our Incentive Rebate Plan.

For complete details call:
Joe Weinrebe
Republic Travel Service
312 Stuart St.
Boston, Mass. 02116
617-357-9700.

*plus 15% tax and services/basis—double occ. ex New York/East Coast and Midwest cities on request.

$259*

FRIENDLY SANTO DOMINGO

Santo Domingo's friendly people will welcome your group to the oldest city in the New World. Where the charm of colonial Spain is set in the Caribbean's most beautifully landscaped island. Where the sun is always with you and where sports and duty-free shopping is plentiful.

PROGRAM SPECS:

Friday departures beginning October, 1975 for affinity or single entity groups/7 nights at the famous EMBAJADOR/transfers and hotel taxes/welcome cocktail/golf and tennis privileges/gambling/optional tours and dining plans.

Ask about our Incentive Rebate Plan.

For complete details call:
Joe Weinrebe
Republic Travel Service
312 Stuart St.
Boston, Mass. 02116
617-357-9700.

*plus 15% tax and services/basis—double occ. ex New York/East Coast and Midwest cities on request.

CIRCLE READER SERVICE CARD NO. 16

The Challenge of Change

Building New Programs for the Economic Times

by
Steven L. Ranck, Ph.D.
Assistant Professor
University of Toledo

"The transition to an age of leisure may make the dislocation of the Industrial Revolution look like a Sunday School picnic . . . Automation presents mankind with the most exciting opportunity of all history . . . unless man muffs it completely, through shortsightedness or a stubborn unwillingness to bend with the times, it must of necessity result in a world that will even make the Golden Age of Greece look like tarnished brass."

SUCH was the forecast of Paul Haun, Chairman of the American Psychiatric Association's Committee for the Study of Leisure, a few years ago when we enjoyed "better times". Today, however, because of radical changes in the American scene commonly labelled energy crisis, recession, and inflation, the exciting opportunity predicted by Haun is not nearly so attractive. This is not to say that the necessity to adapt to change is anything less than paramount even in today's troubled times.

Industrial recreation leaders must recognize change and meet the challenges presented by present and future problems. A recent note in *Business Weekly* analyzing the leisure market indicated that, under the constraints of inflation, families are participating in those activities which are low in cost, close to home, and easily available.

This particular problem is further complicated by the fact that many municipal recreation departments are operating on less than adequate funds. Toledo, for instance, during March of this year, was forced to begin an austerity program due to inadequate tax allocations. Many important programs have been temporarily halted with Federal contingency money questionable. Obviously, industrial recreation programs may be one of the most appreciated employee benefits that a company can provide.

Other indicators support the need for a strong industrial recreation program. While discussing the energy shortage, *Parks and Recreation Magazine* mentions several new conditions including:

1) Restrictions on travel due to shortage of gasoline
2) Increase in leisure time due to unemployment, lack of overtime and temporary layoffs
3) Increase in tensions

In this time of recession and inflation, a two-headed problem never encountered by this country previously, similar changes are taking place. Many people have reduced spending for amusement parks, theaters, and bowling alleys. In addition, attendance, frequency, and profits for gourmet dining, resort lodging, and normal recreation activity have diminished.

Widespread unemployment, the highest since 1940, has left many people with an abundance of previously established leisure time patterns that they can no longer afford. Ways must be found to supplement these established patterns, assisting the employee and his family through a more diversified program at lower cost. A reduction in bowling frequency, for instance, may be offset by time spent on new, lower-cost recreational interests (i.e., volleyball).

Even with all the negative things to be said about these changes, they do have a good side as well. They just might provide the push needed to get recreation administrators to begin reevaluating current methods of providing leisure services to employees. Group participation is more economical and at its peak during these times because of necessity. Lower facility costs, lower instructional costs, as well as lower food costs, by group usage, are a foregone conclusion.

It will be necessary for those who provide employee recreation and services to help their constituents with vast and low cost recreational opportunities far beyond the scope of any previous day. They will be charged with the duty to provide services and programs that are so exciting and attractive that they can counter the economic and social depression found in our society today. These new programs must utilize modern techology and embody the most relevant concepts of modern psychology. Over and above the question of demand, the recreation leader must understand that in times of stress, it is extremely important to provide opportunities which add enrichment to life and give the worker feelings of self-worth and accomplishment.

It is a known fact that during times of affluence, employees and families are inclined to become more self-centered and apathetic toward society as a whole. They may develop the belief that money can buy all things. By contrast, in times of economic and social crisis, people react by joining together. Industrial recreation programs, therefore, can prosper and meet a definite need more quickly because of the "industrial family" concept which is already established.

Now is the time for management to change if it has not previously had a progressive outlook toward employee services and activities. The challenge is as much management's as the employee's and his family's. Both are in a mood to be concerned about one another. This, in turn, means greater productivity in the long run, resulting in more dollars for the company and employee alike.

There is no better cost-benefit ratio than in money spent on industrial recreation. The small amount spent in developing good industrial relations through employee programs also has a spillover to the company's entire community relations image. This results in a double-barrel benefit incomparable to any other industrial expenditure.

It is impossible to predict the total challenge of the future. We know that presently the rate of change is so rapid that the society of tomorrow will be vastly different from that of today. Industry's possibilities for transforming our environment, our economy, and indeed ourselves, are endless. Industrial recreation associations and management must respond to these possibilities and challenges fully. □

Steven L. Ranck, Ph.D., is an assistant professor at The University of Toledo. The 27-year-old professor earned his degree at The University of New Mexico in Recreation and Leisure Studies. He has just returned from a travel grant provided by the Eli Lilly Foundation to evaluate the Texas Outward Bound Program in the Gila Wilderness. In addition, Dr. Ranck has done extensive research in the areas of gerontology and pre-retirement planning.

PUBLIC NOTICE
WAGON TRAINS
DEPARTING WEEKLY
THROUGH THE
ARIZONA DESERT!

The mule teams forward with the snap of the reins! The hitches pull tight and the great Conestoga Wagons begin to roll! A cheer goes up as the outriders swing into their saddles and head out along cactus-studded trails toward the distant mountain peaks. **And you are there!**

Return with us now to those thrilling days of yesteryear! Spend a thrilling pioneer weekend on beautiful desert trails. A weekend with the giant saguaros and spindly ocotillo...the prickly pear and cholla. A weekend of riding, hiking, rockhounding—and best of all, *eating*. You'll be dining in Arizona's only authentic restaurant...'round the campfire under open skies! And it's an adventure in itself especially when your trail boss is Gale Wingfield, longtime cattleman and rancher whose family pioneered in the West!

Saturday night there will be big 16-ounce steaks following fine liquid refreshments. Then some singing 'round the campfire before turning in to your cozy padded tent. When you wake up, the bacon will be sizzling, along with the potatoes, pancakes, eggs, sourdough biscuits, cowboy coffee and all the good things that taste so much better out on the trail.

Weekend wagon train rides, $65 per person (children under 12, $45) including food, riding and all equipment except personal items.
Steak rides $12...Barbecue rides...$9 (Prices per person for groups of 20 or more)
A great experience for clients, employees, families—anyone! 10% Discount for NIRA affiliates.

Please send complete details on
__Weekend Wagon Train Rides __Dinner Rides
I would like __ Brochures __ Posters (8½" x 11")
__ Posters (11" x 17")
Name _____ Company _____
Position _____ Address _____
City _____ State _____ Zip _____
Mail to:
Dick Wensel
Forest Trails of America
4350 East Camelback Road
Phoenix, Arizona 85018
(602) 959-1360

CIRCLE READER SERVICE CARD NO. 17

nira news

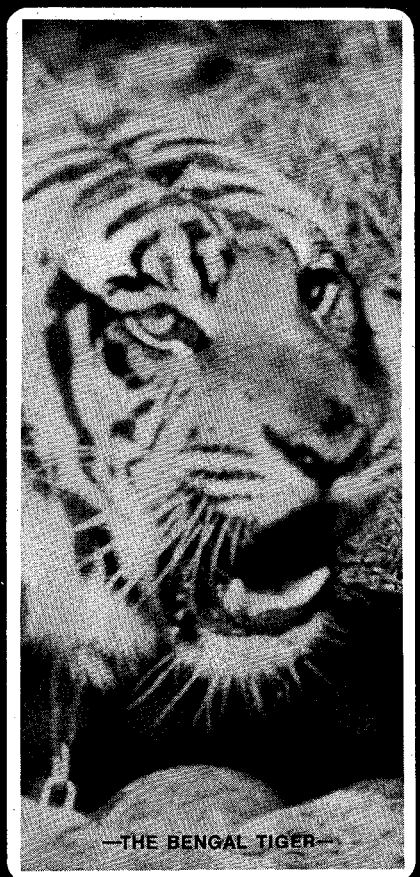
Mexican industrialists interested in NIRA services



(Left to right:) José Amores, Recreation Director Rodolfo Figuero, and NIRA Executive Director Mike Fryer.

Interest in NIRA is growing, south of the border. Recently, **Michael Fryer,** Executive Director of NIRA, talked with Mexican industrialists about the scope and purpose of NIRA. Fryer was the guest of NIRA member **José Amores,** Director of Social Services for Dinâmica Industrial de Monterrey. Amores has been impressed with NIRA services and called the meeting in Monterrey so that other Mexican companies could get a first-hand impression of the Association.

Amores has seen the value of good industrial recreation programs. His company is the service arm for a large and thriving industrial group in Monterrey. His company provides employees with not only park and recreational facilities, but also schools and scholarships, health care, food services, financial services, local merchandise discounts, insurance, and legal assistance. □



For Great Entertainment

Choose from among the finest films available for rental in 16mm!!

THE AFRICAN QUEEN • THE TRAIN ROBBERS (with John Wayne) • THE GRADUATE • Luis Buñuel's THE ADVENTURES OF ROBINSON CRUSOE • 20,000 LEAGUES UNDER THE SEA • THE CRY OF THE WILD • THE PRODUCERS • BORN LOSERS (with Billy Jack) • THE LION IN WINTER • ON THE WATERFRONT • THE OMEGA MAN • GUYS AND DOLLS • KLUTE • 12 SHERLOCK HOLMES films • MAN IN THE WILDERNESS • THE BENGAL TIGER

Plus: Spectacular new nature features and shorts (including Lorne Greene's LAST OF THE WILD series), Chaplin, Keaton, Laurel & Hardy, Marx Brothers and W. C. Fields comedies, and cartoons galore!

Write for our latest Entertainment Catalog:
RM–55

AUDIO BRANDON FILMS, INC.
34 MacQuesten Parkway South/Mt. Vernon, N.Y. 10550

CIRCLE READER SERVICE CARD NO. 18

Flick-Reedy wins Freedom Foundation award

For the second consecutive year, the Flick-Reedy Corporation in Bensenville, Illinois won the Freedom Foundation's top award for Corporate Publications.

Called the "principle award in its category," this year's citation noted "weekly issues illustrating the firm rooting of the nation in a belief in God, the benefits of the constitutional form of government and the fact that the dignity and freedom of the American people are protected by their political and economic rights."

Two copies of the awards came to Flick-Reedy: one to the company and one to **William Hay,** Editor of the Flick-Reedy Corporation Newsletter. Hay accepted the accolades for the company at special ceremonies in Valley Forge, Virginia on February 17, the official commemoration of Washington's birthday. □



President Frank Flick (left) and Editor William Hay accept their Freedom Foundation Awards.

New Caribbean hotel to open in time for next winter season

Loews **Dominicana,** a new resort hotel in the Dominican Republic, will open its doors on December 1, 1975. Located on the Avenida Anacaona, just ten minutes from the heart of Santo Domingo, the hotel will welcome groups early in 1976.

Guests in every one of the Dominicana's 316 rooms will enjoy either a mountain or sea vista. Each room is equipped with air conditioning, a full bath, an extra-large closet and a guest refrigerator. Within the hotel, guests will swim in the pool or take advantage of the Health Club saunas. Also awaiting the guests are eight lighted tennis courts, a putting green, a game room and bicycle paths. For the more leisurely, there are garden walkways and a shopping arcade.

Dining is a delight at Dominicana, too. In addition to the main restaurant, the hotel offers a rooftop lounge and nightclub, a cocktail lounge, a lobby lounge, a coffee shop, a pool bar and banquet dining rooms.

Groups or individual visitors will love Santo Domingo, the oldest city in the Americas. Sightseers and history buffs will want to visit its centuries-old buildings and modern museums. The city's Cathedral of Santa Maria La Menor still houses the remains of Christopher Columbus, who discovered the island. Shoppers will wander down picturesque Calle del Conde, principal shopping street of Santo Domingo. There, duty-free shops offer a variety of goods — from liquors to fine crystal. Golfers will tee off at the Santo Domingo Country Club, less than a mile from Dominicana. The more adventuresome may want to spend a day scuba diving along the coral reef.

When the sun sets, vacationers will want to sample the variety of delicious cuisines available in Santo Domingo. Later the casinos and island nightlife will bring visitors' evenings to a splendid close.

NIRA members may be especially interested in Loews Dominicana's special meeting and banquet complex. Facilities available include six function rooms with a total of 17,500 square feet of space. All the convention facilities are sound proof and equipped for special lighting effects. The ballroom offers projection booths on both sides.

Loews' newest hotel, Dominicana offers the best in facilities for both vacation planners and convention organizers. Those who are interested in more information about Dominicana should contact Mr. Terence Rufer, VP Sales, Loews Hotels, 666 5th Avenue, New York, N.Y. 10019. □

Continued . . .

NIRA News
. . . continued

Singles clubs thrive in Ohio corporations

An article in **Recreation Management** started two Toledo, Ohio corporations on the way to a highly successful social program for their unmarried employees.

Melodee Neuman, a secretary with Owens-Illinois read **Ronald Angelocci's** story about Ford Motor Company's Singles Club and thought the idea might catch on with the 1,000 single, widowed and divorced employees at Owens-Illinois.

Mrs. Neuman's first step was to invite O-I singles to a "TGIF" party, as a means of surveying potential interest in a singles club. When 150 employees turned out, Mrs. Neuman knew she had a winning idea. Since then, more singles have become involved in the club, named the "Single On-Izers Society." Employee-members have worked on planning committees and developed ideas for Society activities.

News of the Owens-Illinois success spread fast. **Erwin Katz,** a systems analyst for Owens-Corning Fiberglas Corp., got a few organizing tips from Mrs. Neuman and presented the idea to his fellow employees at a wine and cheese party. Soon the singles club at Owens-Corning was a part of the corporation's employee services program.

In both companies, singles have found that club activities allow them to become involved in the organized social life of their businesses in a casual, congenial atmosphere. Mrs. Neuman feels, too, that the clubs will encourage single employees to meet and get to know more of their fellow employees. □

Nova Scotia surveys recreational needs

The Nova Scotia Department of Recreation is undertaking a province-wide survey of industrial recreation needs. Working closely with the provincial Department of Industrial Development, the Canadian Recreation people hope to discover what future role the Nova Scotian government should play in developing recreation services for employees.

The survey will look into the recreational facilities presently available to Nova Scotian workers, both on the job and in the community. All results will be held in strict confidence and used by the provincial government in assessing what programs are needed to bolster industrial recreation.

Nelson Ellsworth, Coordinator of Community Recreation for the Nova Scotia Department of Recreation, believes that well-developed recreational programs are important for both employees and management.

"We already know from case histories in all parts of the world," said Ellsworth recently, "that companies supporting employee recreation programs are finding many positive benefits as a result of their investment. For instance, we've heard reports of improved employee morale, lower employee turnover, reduction in the rate of absenteeism and better communication between employers and employees."

Nova Scotian Recreation and Industrial Development officials hope that their survey will help point the direction for improved industrial recreation programs throughout their province. □

MARK O LTD.

lets you give them superb travel at new low prices.

Check out these great land-package rates:

Las Vegas
(3 days, 2 nights) . . . . from $41.00*

Disney World
(3 days, 2 nights) . . . from $43.00*

Hawaii
(8 days, 7 nights) . . . from $219.00*

(*per person, double occupancy)

Send for complete details on these or other destinations — including lowest available air-fare rates or call (312) 440-1990

MARK O LTD.
919 No. Michigan Avenue
Chicago, Illinois 60611

CIRCLE READER SERVICE CARD NO. 19

Tours of Beauty & History

In the fabled Brandywine Valley you'll discover scenes and sites of extraordinary beauty and historical significance, some unique in all the world . . .

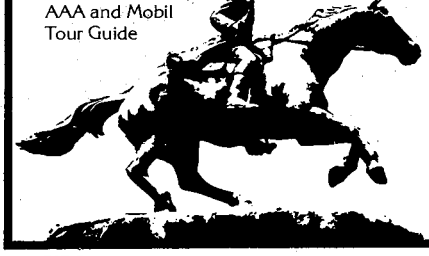
- Longwood Gardens
- Old New Castle
- Winterthur Museum
- Hagley Museum
- Brandywine River Museum

and many more

Your host and tour headquarters, the Hotel du Pont, acclaimed for its service, hospitality and quiet elegance.

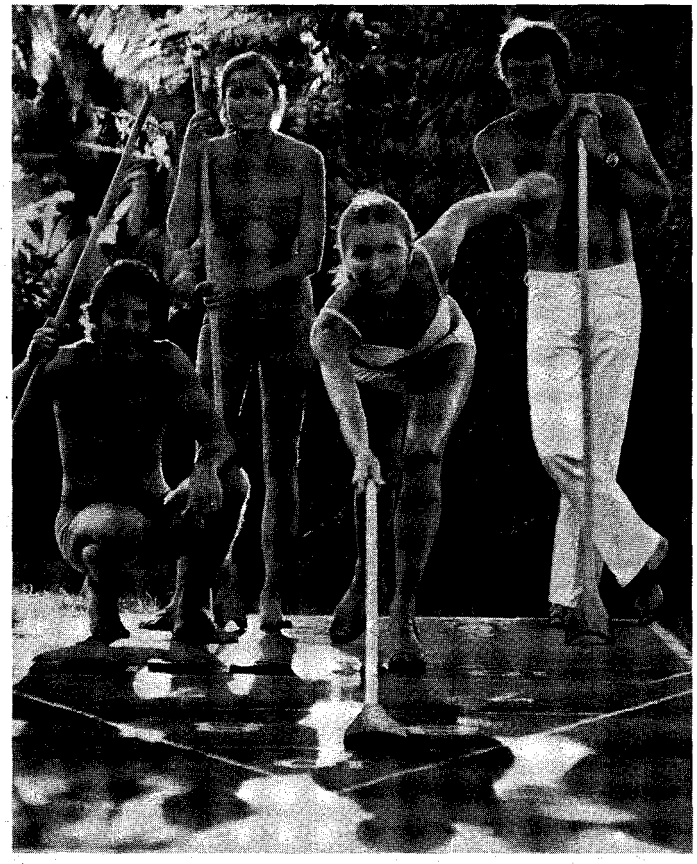
Packaged group tours year-round. Send for brochures, prices, special weekends; attention Sales Manager.

Hotel du Pont
11th & Market Streets, P.O. Box 991
Wilmington, Delaware 19899
(302) 656-8121
Recommended by AAA and Mobil Tour Guide



CIRCLE READER SERVICE CARD NO. 20

Small meetings are big with us in the Caribbean.



Planning a meeting for a group of 15 or more? The Caribbean Hiltons give you the best possible deal. Our expertise assures you of smooth, successful business and a really superior time in the Caribbean.

At the Caribbean Hilton of your choice you'll find complete meeting capabilities. An on-the-spot Meeting Coordinator to handle every detail right down to departure. Function rooms from small to banquet size. Audio-visual equipment. Superb recreational facilities.

So when you're planning a meeting in the Caribbean, plan it the easy, efficient way with one of Hilton International's Suggested Group Programs—3 to 7 night programs that can be tailored to your individual needs.

Basic Suggested Group Program prices include:

- Airport/hotel transfers
- Air-conditioned guest rooms
- Breakfasts and dinners (except at the Caracas and Caribe Hiltons)
- Complimentary rum cocktail party
- Tax and service charges

Prices shown below are per person, double occupancy based on 3 nights, 4 days and do not include airfare.

Barbados Hilton. $102—$111, valid April 16 through December 14, 1975.

Caracas Hilton. (For groups of 30 or more.) $58, valid May 1 through September 30, 1975.

Caribe Hilton, San Juan. (For groups of 30 or more.) $57, valid April 16 through December 14, 1975.

Curacao Hilton. $95—$101.50, valid April 16 through December 14, 1975.

Jamaica Hilton. (For groups of 30 or more.) $92—$97, valid April 16 through December 14, 1975.

Martinique Hilton. $90—$94.50, valid April 16 through December 14, 1975.

Trinidad Hilton. $99, valid April 16 through December 14, 1975.

We deliver what we promise. Your small meeting—or your big one—will be a bigger success if you plan it with Hilton International. Mail the coupon today and we'll send you all the details.

Hilton International Co., Dept. RM
301 Park Avenue, New York, N.Y. 10022

Please send me information and Suggested Group Programs for the following Caribbean Hilton hotels:

☐ Barbados Hilton
☐ Caracas Hilton
☐ Caribe Hilton, San Juan
☐ Curacao Hilton
☐ Jamaica Hilton
☐ Martinique Hilton
☐ Trinidad Hilton

I am interested in ☐ meetings ☐ conventions ☐ incentive plans.

Name_____

Title_____

Firm_____

Address_____

City_____ State_____ Zip_____

HILTON INTERNATIONAL

CIRCLE READER SERVICE CARD NO. 21

news in brief

Nader calls for abolition of CAB

Consumer champion Ralph Nader recently labled the Civil Aeronautics Board (CAB) a "failure" and called for its abolition. In testimony before Sen. Robert Kennedy's Senate Administrative Practice Subcommittee, Nader called for an end to the CAB's authority over domestic air rates. He added that the Board's control over international rates and routes should be officially transferred to the State Department and the White House.

Nader criticized the Senate for failure to review more closely the qualifications of CAB members. He indicated that Board members had put industry interests before public interests. If the CAB is to remain in government at all, he concluded, its first consideration must be for the interests of the traveling public. □

National Magazine sees increase in bus travel

Is America rediscovering the bus? According to a U.S. Travel Data Center study sponsored largely by **Better Homes and Gardens** magazine, 5.4 million bus trips were taken in the first half of 1974. This compares with 3.2 million trips during the same period in 1972 — an increase of nearly 70 percent.

According to Theodore C. Standish, Better Homes and Gardens Marketing Director for travel, 72 percent of the bus trips studied were taken for "pleasure." This is an increase in **vacation** bus travel of 78 percent over the first six months of 1972.

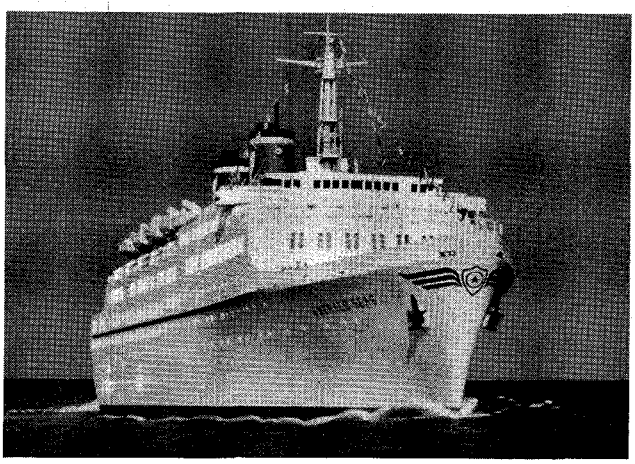
High gasoline prices and the fear of fuel shortages were cited as important reasons for the consumer turn to bus travel. Bus companies, too, have won more travelers with competitively low fares and convenient, comfortable coaches. □

New Spanish Convention and Incentive Bureau opens in North America

The Spanish Convention & Incentive Bureau (SCIB) has announced the opening of its North American offices in Wynnewood, Pennsylvania. Headquartered in Barcelona, Spain, the SCIB is a cooperative association of 20 independent Spanish hotels and their member tour operator, CHAT Travel Organization.

SCIB member-hotels have joined together to reach meeting, convention and incentive program planners. They offer help in planning trip details including air travel, meeting rooms, product display areas, sightseeing tours, entertainment, banquets, and other special arrangements. **Continued**

The Modern Magnificent Convention Cruise pleaser!



SS EMERALD SEAS Registry Panama

Bahama/Caribbean Cruises from Florida with your choice of itineraries 3-4-7 nights or longer.
Groups from 15 to 1,000.
All at special rates.

EASTERN STEAMSHIP LINES INC. General Sales Agents
P.O. Box 010882 • Miami, Florida 33101
or call toll free Florida 800-432-9552 • Calif., Idaho, Mont., Nev., Ore., Utah, Wash., Maine, N.H., Vt. 800-327-0201 • All other states 800-327-0271

Please send, without obligation, your Meeting Planner's Kit.
Approx. Number of Persons in the Group.....
Approx. Date of Meeting.....
Name.....
Title.....
Organization.....
Address.....
City.....State.....Zip.....

CIRCLE READER SERVICE CARD NO. 22

For further information about SCIB services, contact the new North American offices at 7 Wynnewood Road, Wynnewood, Pa. 19096. □

Bike maintenance manual offered by National Safety Council

There were more than 1,200 accidental deaths of bicycle drivers last year, according to figures released by the National Safety Council. Less serious injuries may have run as high as one million. The Council believes that equipment failures and breakdowns have significantly contributed to these injuries.

In recent years, recreation directors, school officials, police departments, service clubs and other groups have conducted seasonal bicycle inspections as part of their community service programs. To assist and encourage these types of programs, the Council has developed a "Bicycle Safety Maintenance Manual."

The Manual was designed for inspectors who possess only basic bicycle maintenance knowledge. It provides important information and checklists to aid in the administration of a thorough inspection program.

The Manual is available to groups or individuals at 22 to 30 cents a copy, depending on the quantity purchased. For more information, write to the National Safety Council, Bicycle Safety Maintenance Manual, 425 N. Michigan Ave., Chicago, Ill. 60611. □

Changes in law and attitudes help women athletes

Women who want to compete in athletics at all levels are getting the extra boost they need — from two different sectors.

A recent ruling from the Department of Health, Education and Welfare (HEW) will bring big changes in athletic programs in high schools and colleges across the nation. Under HEW's *Title IX*, all schools wishing to receive future federal funds must provide equal athletic experiences for men and women. The ruling covers recruitment and admission of students and their treatment after enrollment. Professors and instructors, too, must be treated equally, regardless of sex.

Private sports organizations will heed this development, too, as an indication of things to come. Those who re-examine their programs now may avoid the sort of legal hassle experienced by Little League Baseball, Inc. when it refused to allow a girl to play on a New Jersey team. Ultimately, the court decided for the girl.

Many athletic organizations are also taking a fresh look at the needs of female athletes because of changing community values. In recent years, for instance, the percentage increase in girls' enrollment in high school prep sports has far out-run boys' enrollment. Athletic and recreation directors who recognize this trend will be in the vanguard of leaders providing the needed athletic facilities for women of all ages. □

Offer

The

Family

Special family packages

available.

Contact our sales department

(305) 865-1500

Hyatt Hotel

Miami Beach

Oceanfront — 54th to 55th St.

Miami Beach, Fla.

CIRCLE READER SERVICE CARD NO. 25

Rent A Car in Vegas! FOR VOLKSWAGENS $1

FORD PINTOS $3.50 COMPACTS (Auto. Shift) $6

IMPALAS MUSTANGS $13 CADILLACS WAGONS $19

PER 24 HOURS PLUS MINIMUM MILES

BROOKS DOLLAR-A-DAY RENT A CAR 735-3344

For Reservations Call Toll Free

(800) 634-6721

FREE AIRPORT & HOTEL PICKUP

OPEN 24 HOURS

FOUR LOCATIONS

NEVADA'S LARGEST SINCE 1958

CIRCLE READER SERVICE CARD NO. 23

Employee Activities Director:

HOWARD COUNTY MARYLAND

presents

Diversified Programs of Activity and Wide Choice of Accomodations

for

Week-end GROUP VACATIONS

via

AIR · AMTRAK · BUS

Write for Packet of

INFORMATION

Walter A. Henley

County Office Building

Ellicott City, Maryland 21043

CIRCLE READER SERVICE CARD NO. 24



SAVE Up To 25% Discount For Your Employees!

Write for details on our attractive "Inflation Fighter" merchandise discount programs, one of which includes a Lifetime Service Warranty, (unprecedented in the biking industry).

Virtually every employee and his family can ride a bike. This insures acceptance of this unparalleled offer and can lead to increased popularity of your recreation program.

Biking is healthful, energy saving, good for the ecology, and best of all fun! Miyata provides free assistance and literature for bike club development.

Imported by: TOYODA AMERICA, INC.
5520 W. Touhy Ave., Skokie, Illinois 60076 TEL:(312) 677-3650

MIYATA

CIRCLE READER SERVICE CARD NO. 26

"Here's a Special Program
for your Employees and Retirees"

HOLIDAY IN SPAIN

4 weeks $459* 6 weeks $499*

CES COMPLETE PER PERSON DOUBLE OCCUPANCY VIA ONA DC-10 (A Certificated Supplemental Carrier)

At this AMAZINGLY LOW PRICE your trip will include
First Class Apartment-Hotel Accommodations
and Round-trip Jet Airfare.
Weekly departures from Boston & New York.
June, July and August departures add $100





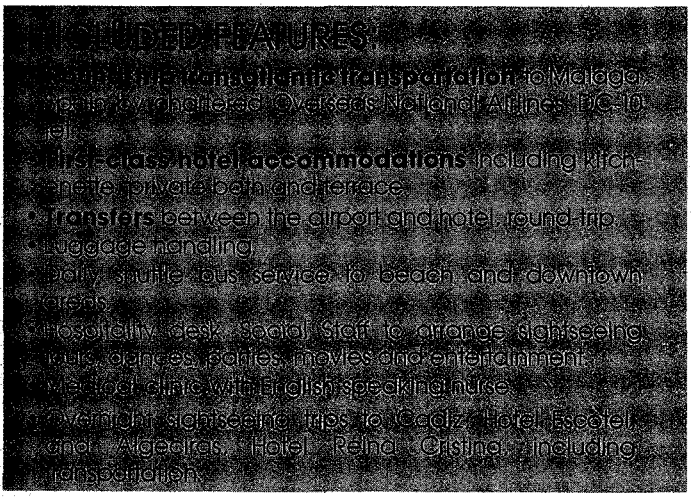

FFECTIVE MAY 1975 THROUGH APRIL 1976

Travel arrangements by:

HOLIDAIR LTD.

1505 COMMONWEALTH AVENUE
BOSTON, MASSACHUSETTS 02135
(617) 783-5500

Your HOLIDAY IN SPAIN...



YOUR HOME IN SPAIN will include one of the following first-class hotels:

Torremolinos Universal—The Universal has kitchenette, balconies, and is located in a hotel-apartment complex. Within the complex, there is a supermarket, swimming pool and shops. Restaurants and cinemas are within walking distance.

Gamonal—The hotel is located in Benalmadena which is a short distance from Torremolinos. Accommodations include a separate kitchen.

La Colina—The hotel is located in Torremolinos. All rooms have terraces. A supermarket, swimming pool and illuminated tennis court are within the complex.

Maite—The Maite is located on a beautiful Costa del Sol beach. All rooms with bath, private terraces with views overlooking the sea. Tennis courts and swimming pools in a vast tropical garden.

Everything listed above is included in the base price of the 4 or 6 week program. The only additional charges are $3.00 for international departure tax and $12.00 non-refundable charge for mandatory insurance. This insurance covers you for medical fees and hospitalization in the event of sickness or accident while in Spain (your policy provides full details). It also covers you for all cancellation fees prior to departure in the event sickness or accident prevents you from leaving and guarantees you a return flight on scheduled service, should sickness or accident while in Spain cause you to miss your charter flight home.

Departures may be arranged for an additional fee from cities other than New York and Boston. Departure dates other than those listed are also available.

OPTIONS (In addition to our basic program you may select the following:)

Option 1: SPAIN BY PLANE $75

4-week program	6-week program
2 weeks in Torremolinos	2, 3, 4 weeks in Torremolinos
2 weeks open air ticket	Remaining weeks open air ticket

Price: Add $75 per person to the base price of the 4 or 6 week program for Option 1.

Conditions: An open air ticket departing from Malaga airport and allowing you to visit the Spanish cities of Barcelona, Gerona, Pamplona, San Sebastian, Bilbao, Santander, Oviedo, La Coruna, Valladolid, Zaragoza, Madrid, Valencia, Alicante, Murcia, Almeria, Granada, Cordoba, and Seville ...as well as the Mediterranean resort islands of Majorca, Minorca, and Ibiza. You may visit any or all of these places but you must select the cities and islands you visit in advance. No changes in itinerary are allowed after departure from the United States, and no city or island may be visited twice.

Option 2: SPAIN AND THE CANARY ISLANDS $125

4-week program	6-week program
1 week in Torremolinos	2 weeks in Torremolinos
1 week in Canary Islands	2 weeks in Canary Islands
*2 weeks open air ticket	2 weeks open air ticket

Price: Add $125 per person to the base price of the 4 or 6 week program for Option 2.

Conditions: After a stay in Torremolinos, a flight from Malaga Airport to Tenerife, Canary Islands, located off the coast of North Africa. Accommodations in the Canary Islands are at Ten Bel Hotel. The stay in the Canaries is followed by an open air ticket. You may travel to any or all of the cities mentioned in Option 1. You must select the cities and islands you wish to visit in advance. No changes in itinerary are allowed after departure from the United States, and no city or island may be visited twice.

Option 3: SPAIN ON SCHEDULE

If you prefer, you may request scheduled service instead of flying transatlantic by chartered aircraft. The departure date will be within the week of your request. The airfare will be based on a 22-45 day excursion ticket departing from New York and Boston. Prices available upon request.

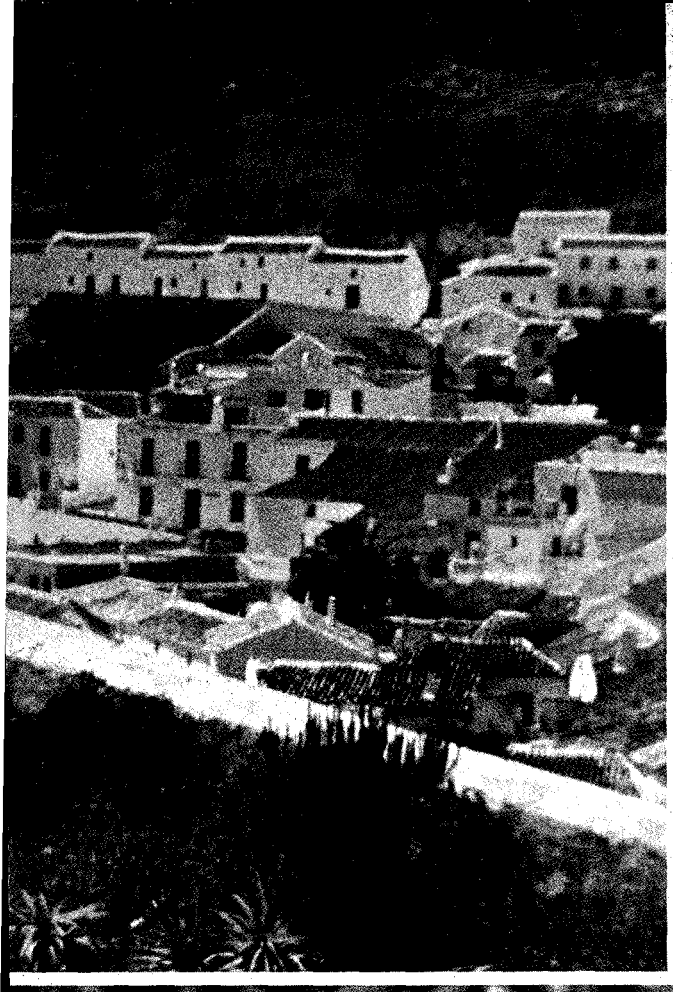
Option 4: SPAIN IN A SUITE

There are some 1, 2, 3 bedroom suites available at the Playamar Hotel, Maite, Gamonal or La Colina. Price: Per bedroom add $15 per person per week, double occupancy, to the base price of the 4 or 6 week program.

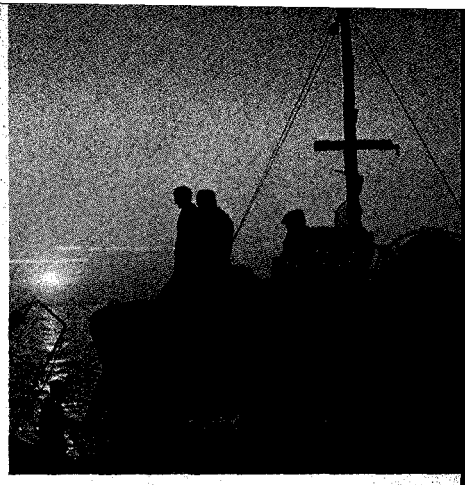
Additional Information on Options: Holidair will provide information and assistance, whenever possible, with hotel arrangements in cities and islands selected under the options offered as well as information on car rental or Eurailpass. This information is available upon request. It is not necessary at time of reservation to finalize your itinerary on options 1 or 2.

Final plans must be made 60 days prior to departure. For further information on options, contact Holidair or call (617) 783-5500.

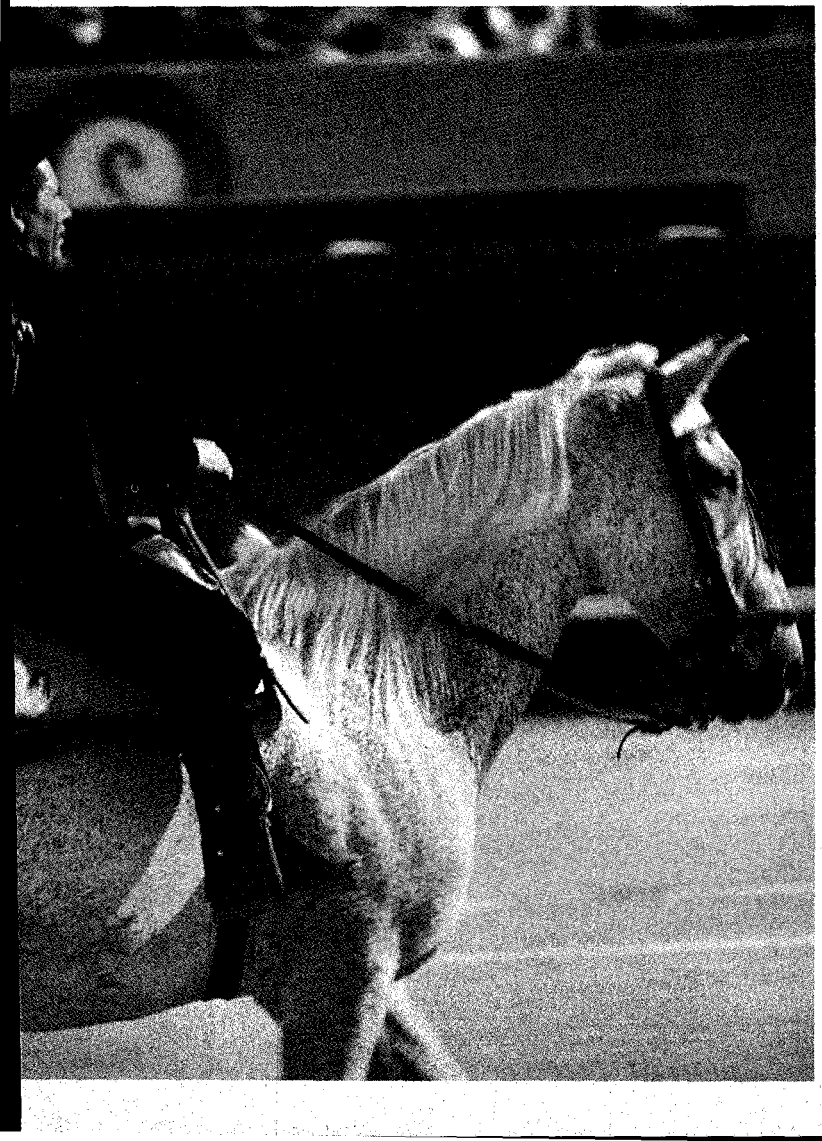
* For those taking the open air ticket on options 1 and 2, the hotel accommodations previously assigned will be relinquished for the duration of the open air ticket and alternative accommodation and luggage storage will be made available.











RESPONSIBILITY CLAUSE

Holidair Ltd. is the principal and is responsible to the participants for supplying the services a accommodations offered as stated herein; but, as to all services furnished, including supplemen air transportation, Holidair Ltd., its retail agents, associated companies, representatives a cooperating organizations, each and all EXPRESSLY DISCLAIM ALL RESPONSIBILITY OR L BILITY OF ANY NATURE WHATSOEVER FOR LOSS, DAMAGE OR INJURY TO PROPERTY OR PERS DUE TO ANY CAUSE WHATSOEVER occurring during a tour under its management, sponsorsh procurement or otherwise, and the tour participant agrees to waive any claim against Holid Ltd. for the same unless the loss, damage or injury occurred as a direct result of Holidair Lt negligent act or omission. Trip health accident and cancellation insurance will be included. A tickets, coupons and orders are furnished and issued subject in all respects to the foregoing a to any and all terms and conditions under which the means of transportation and/or other servi provided thereby are offered and/or supplied.

Holidair Ltd. and/or its agents reserves the right to change dates, times and rates and to ma aircraft substitutions when such changes are compelled by circumstances beyond its cont Moreover, Holidair Ltd. and/or its agents reserves the right to withdraw a tour or any portion o tour at any time, or to make changes in the published itinerary whenever in its sole judgm conditions warrant or if it deems it necessary for the comfort, convenience or safety of the p sengers. In the event of a substantial reduction or increase in the services rendered, a prop tionate refund or additional charge will be made to the tour participant by Holidair Ltd.; or, tour participant may cancel without obligation or penalty within five (5) days after he has be notified of the changes by Holidair Ltd. and a full refund of all monies paid will be forwarded the tour participant by 1st class mail, postage prepaid, by Holidair Ltd. or State Street Ba whichever is applicable. In the event of cancellation by Holidair Ltd., a full refund of all mon paid will automatically be forwarded to the tour participant by 1st class mail, postage prepa by Holidair Ltd. or State Street Bank, whichever is applicable.

TOUR PARTICIPANTS AGREE THAT HOLIDAIR LTD. HAS NO RESPONSIBILITY OR LIABILITY OF A NATURE WHATSOEVER FOR LOSS, DAMAGE OR INJURY TO PROPERTY OR PERSON RESULTING FR THE PROVISION OF AIR TRANSPORTATION. The air carrier provides insurance for the protection passengers in conformance with the Civil Aeronautics Board's Economic Regulations. The liabi of the carrier for loss of or damage to personal baggage shall be limited to the actual value such baggage but not more than approximately $9.07 per pound in the case of checked bagga and approximately $400 per passenger in the case of unchecked baggage or other property unl a higher value has been declared with respect thereto and additional payment made, such p ment and declaration to be in accordance with the carrier's applicable tariff at least two we prior to the scheduled departure.* Unless a tour participant files a claim with Holidair Ltd., o unavailable, with the surety, New Hampshire Insurance Co., 1750 Elm St., Manchester, N.H. wit sixty (60) days after completion of the tour, the surety shall be released from all liability ma tained under the bond by Holidair Ltd. for the protection of such tour participants.

In consideration of payment enclosed, Holidair Ltd. agrees with the undersigned to provide tour described herein subject to the terms, conditions and limitations as set forth in this fo and incorporated herein by reference. In the event the air carrier with whom Holidair Ltd. ha contract to perform the air transportation described herein is delayed in performance or unabl perform with such aircraft, the provisions of the Civil Aeronautics Board's Economic Regulati shall govern the rights and obligations of the parties.

OVERSEAS NATIONAL AIRWAYS, INC., a United States certificated [supplemental] air carrier, not be held responsible for any act, omission or event during the time that passengers are no board its aircraft or conveyances. The passage contract in use by ONA, when issued, shall c stitute the sole contract between the airline and the passengers.

*$500 in the case of checked or unchecked baggage on domestic flights.

FINAL PAYMENT, CANCELLATION AND REFUNDS

Payment of the final balance is due 45 days prior to departure. Cancellations are accepted up 45 days prior to departure with full refund of all monies paid, with the exception the n refundable $12.00 mandatory insurance and a $15.00 administrative processing charge, cance tions received from 45 days to departure will be subject to a cancellation fee of $150.00 person. All applicable refunds will be forwarded to the tour participant by first class m postage prepaid by Holidair, Limited. All notices of cancellation must be submitted in writ only. In the event of cancellation due to illness (certified by a doctor) or accident full refund be given (see insurance policy).

GENERAL INFORMATION

RESERVATIONS
After receipt of an initial deposit of $100 per person, reservation is confirmed by an acknowledgement-of-deposit letter. The price is based on double occupancy. A single room is $25 per week additional. Triple rate is the same as double.

FOREIGN CURRENCY
It is advisable to have a small amount of cash in each local currency before entering the country (except for Eastern Europe, where currency has to be purchased on arrival). Also carry a few single U.S. dollar bills. It is a good idea to carry the bulk of your cash in Travelers Checks.

PASSPORT
Each passenger must have a valid passport. Smallpox, typhoid, para-typhoid and tetanus innoculations are recommended but not required.

LUGGAGE
Each person is allowed 2 pieces of luggage, not exceeding 44 lbs. total. Carry-on bag is accepted as part of the 44 lbs. providing it will fit under the seat. Soft-side luggage is not recommended. Airlines will not insure it.

INSURANCE
Accident and sickness insurance is mandatory at a per person cost of $12.00 (see insurance policy).

TIPS AND TAXES
Baggage handling and hotel taxes are included. Tips to guides and escorts are not included. U.S. transportation tax of $3.00 is not included.

HOSPITALITY DESK
A hospitality desk will be located in the hotel lobby, staffed by Holidair representatives. Optional tours available each day will be posted there.

CLIMATE AND CLOTHING
Year-round sunshine, complete with gentle breezes from the mountains and the Mediterranean. In summer, daytime temperatures in Torremolinos are in the comfortable 70 to 85 degree range. Evening temperatures are cooler, requiring only a light sweater or jacket. Informality is the key word for daytime clothing. In the evenings, especially in the finer restaurants, sportcoats are required for men and long skirts and pantsuits are acceptable for women.

PERSONAL CHARGES
Personal items such as dry cleaning, laundry, room service, telephone calls and any incidental charges are not included in the price.

HOLIDAY IN SPAIN

HOLIDAY IN SPAIN

HOLIDAIR LTD.
1505 Commonwealth Ave.
Boston, Mass. 02135
Phone: (617) 783-5500

Please Print:

Full Name _____ Traveling With _____

Street _____ City _____

State _____ Zip _____ Phone No. Home (___) _____ Business (___) _____

Please reserve the following vacation arrangements for the above listed person(s). I enclose $_____ as deposit/Payment in full for _____ no. of persons for my Summer in Spain ($100 minimum per person).
Make check or money order payable to: STATE STREET BANK & TRUST CO. AS ESCROW AGENT FOR HOLIDAIR LTD.
Please bill my Master Charge account no. _____ ☐ for deposit ☐ full payment ☐ or balance.

Departure from: ☐ Boston ☐ JFK/New York

DEPARTURE DATES: List (3) choices for dates of departure, in order of preference:

☐ 4 Weeks $459 ☐ 6 Weeks $499 (Departures in June, July and August add $100.)
I would like to leave the week of:

FIRST CHOICE _____ SECOND CHOICE _____ THIRD CHOICE _____

I plan to take ☐ Option 1 SPAIN-BY-PLANE ($75 per person) – ☐ Option 2 SPAIN-CANARY ISLANDS ($125 per person)
☐ Option 3 SPAIN-SCHEDULED (on request) ☐ Option 4 SPAIN-IN-A-SUITE (Suite surcharge $15 per person per week of hotel occupancy for 1, 2, or 3 bedroom suite double occupancy.) ☐ Check if single room desired ($25 per week).

For Options 1 and 2 please indicate the cities you wish to have included on an attached sheet of paper.

Please list names of persons sharing room or suite _____

_____

Please check ☐ Smoking ☐ Non-smoking on the aircraft

Date: _____ Signature: _____

Retiree/RM/5-75

FOR OFFICE USE ONLY

Basic Adult _____ _____ _____ Dep. _____ _____ _____
_____ _____ _____ _____ _____ _____
_____ _____ _____ _____ _____ _____
Single _____ Inv. _____

HOLIDAY IN SPAIN

Would you believe Benrus could make you a hero?



Believe!

Benrus makes great watches. Been doing its thing for fifty years, establishing an outstanding reputation for quality and value.

Now Benrus has developed an exciting program that gives employees more buying power for their bucks. (A refreshing turnabout in today's economy).

It's specially designed to work through NIRA members. The basic program can be easily modified to fit your company's policies and practices. Best of all, Benrus provides all the materials and means to implement the program. Practically runs by itself.

The benefits are many: substantial savings for your employees; new revenue to maintain and expand recreation activities; greater opportunities to build employee morale and motivation.

Many of America's major companies have already enjoyed startling success with the Benrus program. And, the new 1975 edition is even bigger and better.

For full details, contact Murray Weiss, Corporate Director of Personnel and Industrial Relations, at 800-243-1318. In Connecticut, call 1-431-1224.

Go ahead. Become a hero!

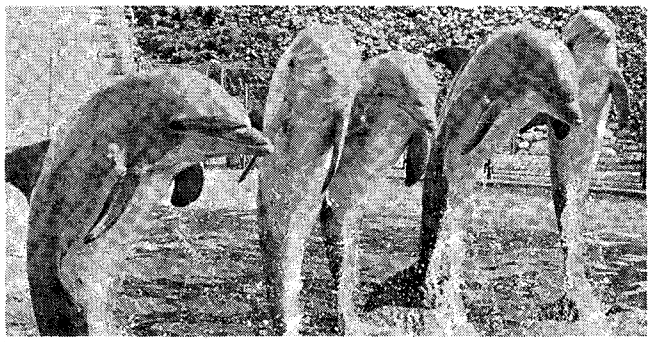
Visit the Benrus NIRA Convention Booth

CIRCLE READER SERVICE CARD NO. 28

CIRCLE READER SERVICE CARD NO. 27

associate profile

Marineland features great family entertainment



A trip to Southern California would not be complete without visiting Marineland, which has one of the largest collections of marine life in the United States.

Just a short freeway ride from Los Angeles, Marineland is located high on the cliffs above the Pacific Ocean on the Palos Verdes Penninsula.

There is something for everyone at Marineland, from a killer whale show with Orky, the 22-foot, 10,000 lb. largest performing killer whale in captivity, to the world's largest salt water fishbowl which is the home for more than 4,000 ocean creatures.

Marineland has been under the management of Twentieth Century Fox Film Corporation since October, 1974 and many changes are planned for the oceanographic park. The motion picture company will present various outdoor in-park attractions throughout the year.

Some of the most exciting show stars are Bubbles the Whale and a troupe of dolphins which leap 20 feet into the air in perfect formation. Other Marineland stars play football, baseball, and participate in a water ballet. Visitors will also want to see the walrus pool, the otter exhibit and the sea elephant show.

From the Gray Whale terrace, visitors can watch California Gray Whales migrate within 50 yards of Marineland from December to March. There's also a trip up the 344-foot Sky Tower for a panoramic view of the Pacific Ocean and the spectacular coastline of jutting promenteries.

Adjacent to the famous tourist attraction is Galley West, which offers a variety of excellent food and the Marineland Inn, a 12-unit motel with all rooms facing the ocean. The Marineland Pier, a terminal for coastal cruises aboard the vessels The Wave and The Liberty, is also a visitor's delight.

For group services and other information, write: P.O. Box 937, Palos Verdes Penninsula, California, 90274 or phone: (213) 377-1571. □

Air France brings tailored approach to group programs

Since travelling in groups has long been an enjoyable and economical tradition among Europeans, Air France, an international carrier with one of the largest air networks in the world, has always paid special attention to the recreational employee travel market.

Air France has a virtual library of potential group programs. Its basic weekly package, the "Paris Left Bank," includes an English-speaking escort to meet the group on arrival, a welcome cocktail party, six nights at a 4-star hotel on the Left Bank of Paris, daily continental breakfast, a half day of sightseeing and a lunch cruise on the famous Bateaux-Mouche. Other programs include such optional extras as wine country tours organized by experts and accompanied by a local wine specialist, dining in famous restaurants, sound and light festivals, Parisian cabarets (champagne included), and special tours of Paris by night.

Whatever your choice of region, be it France, Italy, England, Mexico, the French Caribbean (wherever the French airline flies) Air France can work it into a program. For those planners who are searching for new destinations and ideas, there is a "Special Interest Tour" department of Air France which will create an original program.

Air France urges individuals, company travel managers, group leaders and travel agents to take the time to explore the vast expertise of the airlines. Once strictly a form of transportation, airlines are now equipped to book hotels, rental cars, provide secretarial, limousine or translation services and arrange excursions. They are movie theaters, haute cuisine restaurants, libraries and bars.

Air France's strongest suits are its wide variety of choices (locations and programs) and its flexibility in creating a program that best fits each client's wishes at the most economical price. Its group programs carry travelers to Europe and the French Caribbean (Martinique and Guadeloupe). For tennis or golf lovers, there are many possibilities at the luxury clubs on the French Riviera, the year round Caribbean resort islands, or other destinations. For those interested in the Holy Year (1975), Europe is filled with religious festivals. Study programs can also be arranged.

For information on Air France's group travel programs, write Ivan Damyanoff, Manager, Employee Group Travel, Air France, 1350 Avenue of the Americas, New York, N.Y. 10019, or call (212) 758-6300 x 558. □

associate profile

J. deBeer & Son: 86 years of baseball

Specialists to the trade — that's J. deBeer & Son, Inc., exclusive manufacturers of baseballs and softballs. Founded 86 years ago in Johnstown, New York, deBeer now ships over 3,000,000 balls annually from its modern 65,000 sq. ft. plant on the outskirts of Albany, New York. The 84-year old son of the founder is still active in the business, while day-to-day operations are managed by the grandson and great-grandson. The plant packs personal interest in every order and personal pride in every shipment.

Many of the 125 skilled employees at deBeer's Albany plant have devoted their entire working lives to the pressing, winding, or stitching of baseballs and softballs. Additional hand-stitching is performed by over 300 employees in the company's Haiti plant.

DeBeer's top line softballs, both regular and "Limited Flight", are approved and licensed by the Amateur Softball Association. They are used in tournaments of the United States Slo-Pitch Softball Association, the International Softball Congress, Bobby Sox Softball, and girl's Little League softball. DeBeer's fluorescent orange vinyl covered balls are also gaining increased popularity.

The company's Double Header No. 100 baseball has been used in the College World Series for over 20 years. DeBeer does not seek professional adoptions. Even so, major youth league organizations such as boys' Little League, Boys' Baseball, Dixie Youth, and others have all approved the outstanding Double Header line. The Clincher softball, invented by Frederick deBeer in the 1930's, is a favorite with players in the New York metropolitan area. The larger 16-inch model is still in demand by Chicagoland slow pitch devotees.

DeBeer stands behind its products. A unique feature of its top grade Corker Softball, for instance, is its 'Double Play' promotion. The extra-durable ball is packed in a returnable mailing bag. When the cover or thread finally wears out, the ball can be mailed direct to the factory where it is rebuilt and returned at no cost to the owner.

Part of the deBeer tradition of quality baseballs is the incorporation of new industry developments. The company offers the best of the new — such as the extra tough polyester/cotton back-fabric of their vinyl covers — and the best of the old — such as top quality horsehide on all its leather-covered baseballs.

The deBeer quality line of baseballs and softballs is sold by leading sporting goods outlets throughout the United States and all the baseball-playing world. □

Retirees' Spanish tour is specialty of Holidair

Too often, in planning group activities for personnel, a firm ignores its retirees. This is a large group of people — those who have served their companies well and deserve some attention beyond the gold watch and pension.

Holidair Ltd., a large Boston-based tour operator, has developed a unique, six-week package trip to Spain, which has been of special interest to retirees (and anyone who can spend a minimum of four weeks on vacation) at the incredibly low cost of $499.

The price includes round-trip jet airfare on an Overseas National Airlines DC 10, first-class hotel/apartment accommodations in Torremolinos, on Spain's Costa del Sol for six weeks (minimum stay is four weeks), and two overnight sightseeing trips, one to Cadiz, the other to Algeciras.

On top of these basics, Holidair provides for the comfort of its guests through a long list of extras, including transfers and luggage handling, shuttle service between Torremolinos and hotels outside the city, numerous entertainment functions at the hotels plus a resident English-speaking social and medical staff.

People seeking a restful, sun-filled vacation in one spot need look no further than Torremolinos. An international resort long favored by Europeans, it features shops, discoteques, wonderful restaurants and night clubs, lovely scenery and beautiful beaches.

Unlike tours that herd travelers on and off busses and through 14 European capitals in as many days, the Holidair trip is flexible and gives the traveler a myriad of options for planning his or her own vacation.

People who want to take advantage of being in Europe for an extended period of time can explore Northern Africa or the European continent using Torremolinos as a convenient low-cost home base. The Holidair hotel room belongs to a guest throughout the stay, making travel to other parts of Europe as easy as walking out and locking the door. Holidair also has staff people at its hospitality desk in each hotel to help guests with travel arrangements.

This trip is sold through travel agents. For information, write to Holidair Ltd., 1505 Commonwealth Avenue, Boston, Massachusetts 02135. A brochure and reservation form will be sent to you. □

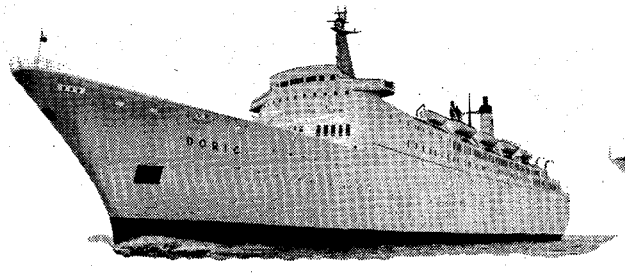
Now Travel Planners Have an Unsurpassed Choice!

2 GREAT HOME LINES SHIPS! 2 GREAT VACATION DESTINATIONS!

on 7-Day "Linger Longer" *Quality Cruises* Spring thru Autumn
Sailing from New York's New Midtown Passenger Ship Terminal

S/S DORIC
25,300 tons

TO BERMUDA

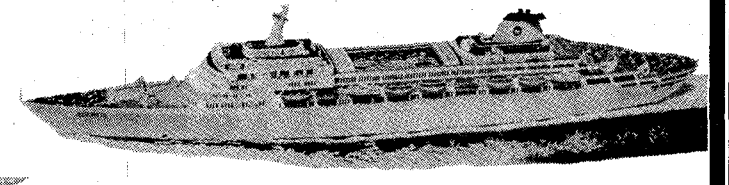


Ship is hotel for 4 days in Bermuda, with reserved docking on Hamilton's Front Street

Now there's an enchanting new way to enjoy nature-blessed Bermuda with its pink-sanded beaches, its famed facilities for golf, tennis, all water sports . . . a quality cruise on Home Lines' new star, DORIC! 2 swimming pools on spacious outdoor decks plus indoor pool with sauna. A sweep of smartly appointed lounges across an entire deck and still more public rooms on a deck above. Capacity 700.

S/S OCEANIC
39,241 tons

TO NASSAU



Ship is hotel for 2 days and 2 nights in port, docking at Prince George's Wharf

Year after year, the OCEANIC has broken every existing carryings record on her 7-day quality cruises to Nassau, the vacation magnet with its historic sights, inviting beaches and lively nightlife that includes fabulous Paradise Island. Her magnificent facilities include the all-weather indoor/outdoor Lido Deck with its unique retractable Magrodome Roof that slides open and closed over the entire 2-pool area. Capacity over 1,000.

Whichever ship you choose, your people will happily discover why Home Lines quality cruises are so widely acclaimed. The superbly-trained all-Italian crew are gracious, speak our language and know what it takes to please passengers. Lavish gourmet cuisine from morning to midnight. Wide range of activities feature several orchestras, Continental revues, variety shows, movies, galas, contests, games. All accommodations have private bathrooms and other modern conveniences and with 2 lower beds in every double cabin. Panamanian Registry.

Both ships have a wealth of public rooms for every requirement. They are well-equipped with audio-visual facilities for meetings at sea. And our experience in serving groups can be of invaluable help to make your program a success!

AND IN THE WINTER . . . *Quality Cruises*
TO THE CARIBBEAN of Various Durations:

S/S DORIC FROM FLORIDA

S/S OCEANIC FROM NEW YORK

PHONE OR WRITE FOR COMPLETE DETAILS AND FREE FULL COLOR BROCHURE!

HOME LINES

One WORLD TRADE CENTER
Suite 3969 — New York, N.Y. 10048
Phone (212) 432-1414 Offices in Principal Cities

Unrivalled for Quality Service... Home Lines Famous All-Italian Personnel

CIRCLE READER SERVICE CARD NO. 29

Costa del Sol, Spain

$289.

plus $49 tax and services

8 day sun vacations. April 6 - Oct. 26, 1975

Spend 7 nights at the beachfront ALOHA PLAYA, or ALOHA PUERTO HOTELS, brand new and featuring the latest in comfort, all accomodations are air-conditioned and consist of livingroom, bedroom, kitchenette and terrace. Restarurants, nightclub, tennis courts, swimming pools and shops are all on the premises. Enjoy swinging Torremolinos and the fascinating Spanish countryside.

- Continental breakfast daily
- Delicious dinners nightly
- Welcome sangria party
- Free tennis
- ½ day tour to Mijas and ½ day tour to Malaga. Exciting optional sightseeing available.
- All transfers and baggage handling between hotel and airport.
- Taxes and gratuities to bellmen, maids and waiters.
- Experienced Escort throughout plus a special hospitality desk in your hotel.

TRANS INTERNATIONAL AIRLINES
JET FLIGHTS THAT LEAVE EVERY WEEK
The world's largest, most experienced charter airline. All modern super DC-8 and DC-10 jets. A perfect passenger safety record during its 25 years of service. JET TIA.



Total cost of tour is $366.85 of which $223.27 is pro rata air cost based on full capacity of 254 passenger DC-8 Jet. Land cost is $143.58 including $3 U.S. airport tax and Spanish departure tax. Rates quoted are for N.Y. departure based on double occupancy. Departures available from other cities.

For information and reservations call: Group Sales Dept.

nlc
Nationwide Leisure Corp.

1. NEW YORK—(516) 420-4200
2. ST. LOUIS—(314) 721-6670
3. CHICAGO—(312) 346-9116
4. WASH/BALT.—(301) 565-0797
5. BOSTON—(617) 877-2800

CIRCLE READER SERVICE CARD NO. 30

The Caribbean Islands: Cosmopolitan paradise

by
James Pepperdine
Executive Director
Caribbean Tourism Association
and
Michael A. Picot
Director of Marketing — Caribbean District
Holiday Inns, Inc.



Michael Picot

PARADISE is sun, sand and warm sea breezes, just hours away in the Caribbean Islands. The Caribbean is Spanish, English, Danish, French . . . and friendly in any language. Fly on down any time of the year for an exotic vacation you'll always remember.

The Caribbean islands spread in an arch from Cuba east and south to Columbia, South America. Thirty-two islands beckon to harried northern visitors. Each offers its unique delights. Even a small sampling is rich in variety:

Columbus discovered **Antigua** in 1493. Situated in the Leeward Islands, it experiences almost constant holiday weather, with temperatures ranging from a January average of 73°F to an August average of 83°F. Rain and humidity are at a minimum and cool trade winds are always present. Antigua boasts a wide choice of accomodations ranging from ultra-modern to rustic. Sailing regattas, fishing and other water sports are the order of the day. The 64,000 people of this casual and informal island, like all of their Caribbean neighbors, are warm, gracious and hospitable.

Enjoy a Dutch excursion on **Aruba.** Here, sugar-white beaches are warmed by the faithful Caribbean sun. Accomodations range from modern luxury to Dutch tradition. The island's cosmopolitan cuisine is outstanding.

For another international trip, take in "Little England" — the island of **Barbados.** This unique island is imprinted with old-world grace and courtesy, a legacy of 300 years of British tradition. The climate is always predictable, with temperatures ranging from 75° to 85°F. The year-round holiday island offers accomodations from luxury to budget hotels.

Bonaire is delightfully uninhabited and far less commercial than other Caribbean areas. This little Dutch island has a marvelous climate all year and boasts a vast submarine wonderland for the scuba and watersports crowd. Flamingoes add to the exotic ambiance of the island.

CIRCLE READER SERVICE CARD NO. 44



James Pepperdine

Discover the **Cayman Islands** on the warm, quiet edge of the Caribbean. Here, beaches are still open and relatively empty except for the turtles after which Columbus named the islands "Las Tortugas." Scuba diving is a whole different thing here, in waters filled with black coral. Duty-free shopping is outstanding in this tax haven. Temperatures average 77°F, year-round.

Curacao is alive with traditional Dutch architecture and antiques. The island has everything vacationers want: sunny beaches, exciting casinos, duty-free shopping, perfect weather and excellent cuisine.

Dominica is the nature-island of the Caribbean, with towering volcanic mountains, dense tropical

forests and cascading waterfalls. Here, vacationers can bathe in sulphur springs, explore the craters of extinct volcanos and enjoy nature hikes.

The enchanting charm of colonial Spain surrounds vacationers in the **Dominican Republic.** Santo Domingo, the capital city, is a true vacation center, offering sightseeing, shopping, casinos, beaches and exciting nightlife.

A creole-accented France in the Caribbean waters — that's the **French West Indies. Guadeloupe,** the largest of the three islands, is rich in the history of French-English territorial struggles. Here, too, the buccaneers of old made their port. The French atmosphere which pervades **St. Barts** and **St. Maartin** includes small and modest accommodations.

A fine blend of past and present, a merging of French origins with native pride create the atmosphere of **Haiti.** Traditional French architecture, voodoo drums, the turn of a lucky casino wheel, frantic folk dances and lazy, sun-filled days are all parts of the magical Haitian spell. Visits to Henri Christophe's Citadel and the Presidential Palais are musts.

Jamaica, "the land of trees and running water," abounds with rugged mountains, spectacular waterfalls, and beautiful white beaches. River rafting in Ocho Rios and the Rio Grande are not to be missed. Vacationers will want to explore old plantation houses, too.

Haute cuisine and cuisine creole set **Martinique** apart with its special French flavor. Water-skiing, swimming, scuba diving and fishing are all island pastimes.

The Caribbean's "Emerald Isle," **Montserrat,** offers sunny days and evenings cooled by the trade winds. Year-round temperature ranges from 70° to 90°F. Visitors can relax with golf or sailing. There are two hotels and many small guest houses to accomodate groups.

Puerto Rico, famous vacation land, combines beaches, palm trees and warm aquamarine seas with booming industry. The opulent pleasure areas of Condado, Isla Verde and historical old San Juan provide enough of the past and present to make Puerto Rico one of the major tourist destinations of the entire Caribbean.

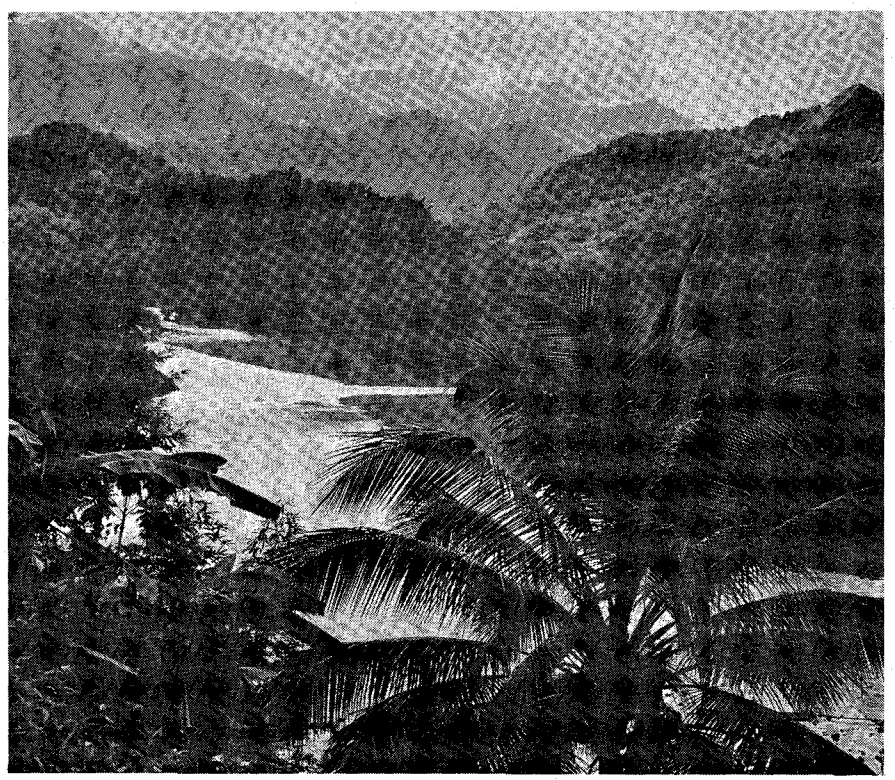
San Andres Island, a lush and tropical hideaway off the coast of Columbia, boasts crystal waters and untouched white beaches. Because of its colorful history, the inhabitants speak Spanish, English, and a mixture of both. Gambling is legal there.

Three gems of the Caribbean — **St. Kitts, Nevis,** and **Anguilla** — have three distinct characters. St. Kitts so enthralled Christopher Columbus that he named it after himself. The island it truly tropical and abounds with luxuriant vegetation. Its beaches are sparkeling white and soft pink. Nevis prides itself on being the birthplace of Alexander Hamilton and offers quiet, informal hospitality. Anguilla is a coral island ringed by endless stretches of white sandy beaches. It's peaceful, quiet and tranquil.

St. Vincent is sometimes called the "Tahiti of the Caribbean." Its unspoiled landscape and friendly people add a quiet atmosphere to a Caribbean vacation. Accomodations are small and blend with the landscape. St. Vincent and the Grenadines are a yachtman's paradise. Here, too, are some of the finest sailing and snorkeling waters to be found anywhere in the world.

Formerly the home from which pirates plundered trading ships, the **U.S. Virgin Islands** are now under siege by tourists in search of perfect weather and unmatched scenery. **St. Thomas** offers golfing, scuba diving, swimming, yachting and sailing, sport fishing and magnificent sightseeing. Excellent hotels and nightclubs provide top rate entertainment. Eager shoppers take advantage of the wide variety of duty-free goods available. **St. Croix,** quieter than St. Thomas, offers a rich variety of accomodations. A colorful heritage is reflected in its cobble streets and plantation homes. **St. John** offers beautiful sea vistas where vacationers in search of quiet can beachcomb, sun and snorkel in perfect peace.

A traveler could spend a lifetime exploring the warm beauty of the Caribbean Islands or cruising the waters between them. Once they have been there, visitors want to return again and again. Groups that go, if only for a few days, return feeling that they have truly been in paradise. □



Jamaican vista is just one of the beautiful sights awaiting Caribbean visitors.

CIRCLE READER SERVICE CARD NO. 44

CHAMPION HAS BEEN MAKING TEAMS LOOK GOOD FOR OVER 56 YEARS



Back when employee recreation meant working only a half-day on Sunday, Champion was already producing uniforms for some of the nation's leading professional and collegiate teams.

But times have changed and so has Champion. Now we even have a Lady Champion division to serve the needs of the woman athlete. As well as a full line of imprintable casualwear, including t-shirts, sweatshirts and jackets.

So whatever your recreation apparel needs—for men, for women, for youngsters—you can look to Champion for fast, expert service. At prices you can afford, direct from the manufacturer.

For complete information on Champion uniforms and casualwear, mail in the coupon today.

Champion™

Lady Champion™

CHAMPION PRODUCTS INC.
115 College Ave., Rochester, N.Y. 14603

I'd like to see what Champion has to offer.
Please send me the catalog(s) I've checked.

- ☐ Champion Athletic Uniforms for Men
- ☐ Lady Champion Uniforms for Women
- ☐ Imprinted Casualwear
- ☐ Please have a Champion representative call me to arrange a visit.

NAME _____

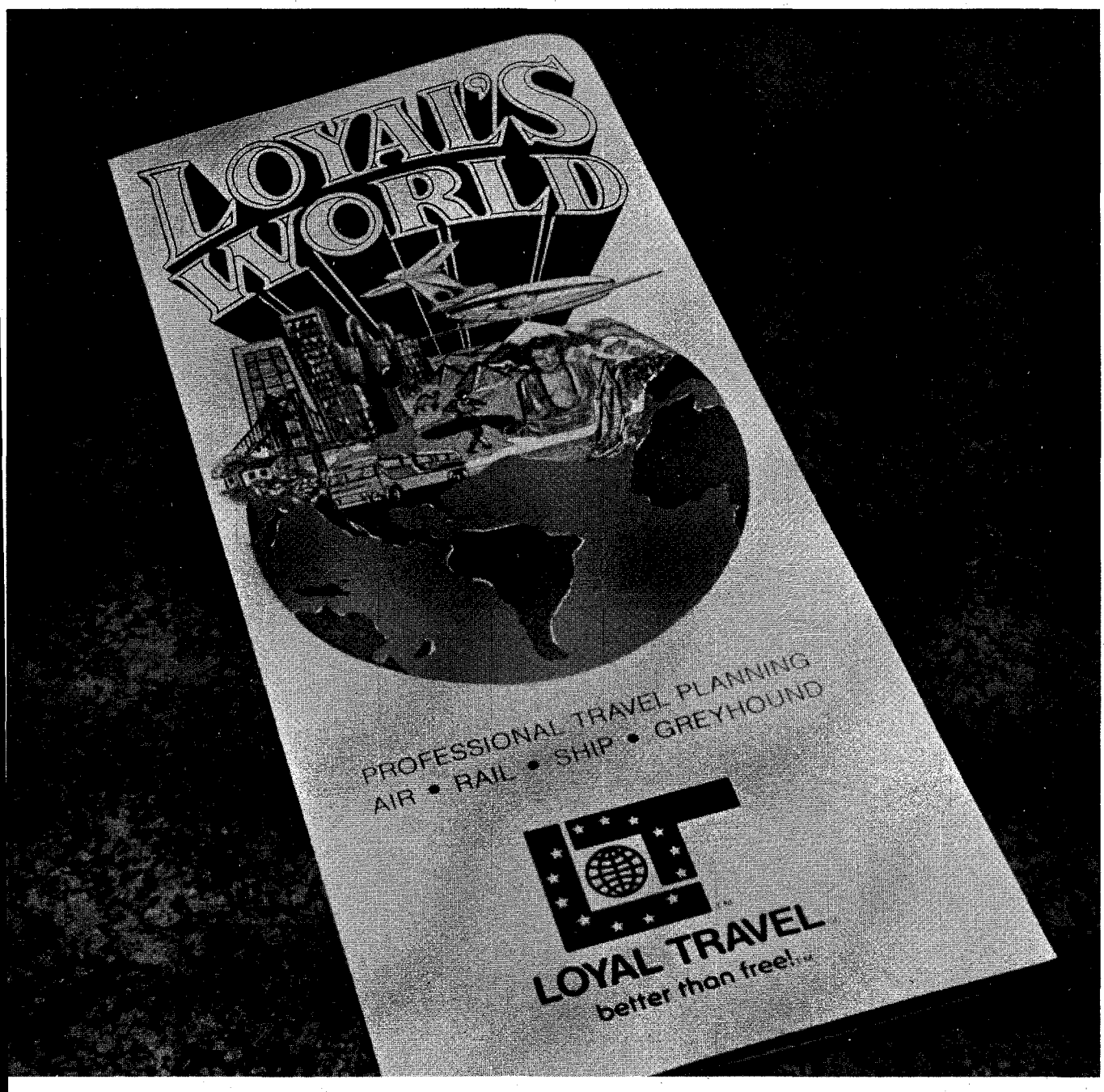
TITLE _____

COMPANY _____ PHONE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

CIRCLE READER SERVICE CARD NO. 31



Introducing a new, no-overhead recreation travel department to make your job easier.

We're Loyal Travel. One of the largest travel agency organizations in the U.S. And we offer one-stop service for all your travel needs.

Be it a recreation program, a package tour for your people, or a one day bus charter, whatever—we'll take care of everything, down to the last detail. And it won't cost you a red cent.

If that isn't enough, we can help you better than any other travel source.

Better because all our people are experts in group tour and charter travel.

Better because we have a network of 45 offices, strategically located, all over the country.

Better because we have appointments from all major transportation and travel conferences, nationally and internationally.

Better because we're young, fresh, eager, anxious to please, and free. (When you add all those together, it even makes us better than free.)

So next time you're planning group travel, look for your nearby Loyal office in the Yellow Pages. We are under Travel Agencies and Bureaus.

The only cost you'll incur is the cost of the call.

LOYAL TRAVEL™

BETTER THAN FREE.™

CIRCLE READER SERVICE CARD NO. 32

company profile

There's More than Meets the Eye to Foster Grant's Recreation Program

NINE years before NIRA was born in 1941, a group of bowling enthusiasts in Leominster, Massachusetts, formed the nucleus of what may be one of the oldest industrial recreation programs in the United States. These Foster Grant bowlers sought to bring about a little sunshine in the winter of the depression which gripped the country. Led by Zarmair "Sheppy" Shepherd, the Foster Grant employees have built a program singled out for three NIRA awards in the past five years.

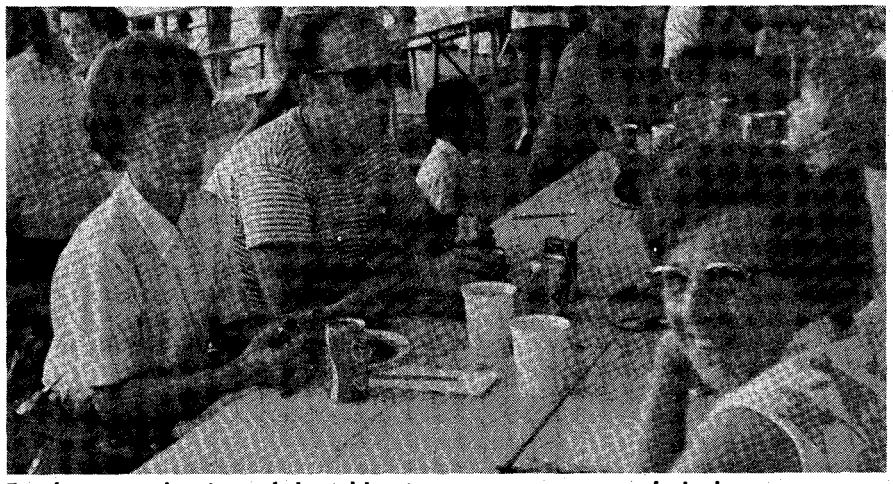
The success of bowling spurred on others at Foster Grant to form industrial teams to compete in basketball, baseball, softball and golf. The Foster Grant Women's Basketball teams of the 1950's were consistent state and regional A.A.U. champions — long before the women's rights advocates demanded equal sports budgets for both sexes. For those of a less competitive nature, Sheppy's recreation program began producing live theater, with employees adapting both dramas and comedies which had enjoyed success on Broadway. These so whetted the appetites of Foster Grant families for legitimate theater that, today, busloads of them annually attend theater parties in Boston and weekends in New York City featuring major dramatic productions.

As the recreation program grew in scope and Foster Grant expanded from a small employer to an international manufacturing concern, director Sheppy Shepherd moved from production supervision to a desk job in the Supply Room so he could be found by the hundreds of ticketseekers who were constantly hunting for him. To keep everybody happy in this family oriented program, Sheppy guided the activities by two principles: First — in order to have something for everyone — he organized and provided tickets for every possible interest, from Athletic events to Zoo trips. To this day, any time two dozen employees or family members indicate interest in a particular type of activity, the recreation program will sponsor it. This has led over the years to chess tournaments, ski trips, gourmet cooking classes, Ice Follies, art exhibits, cruises and swim parties.

Finally, Sheppy found himself spread too thin and had to choose between the Supply Room and running a recreation program. The choice to stay with recreation was an easy one. The success of Foster Grant's recreation program as a wholesome family activitity, too, gave Sheppy the opportunity to help develop industrial recreation programs at other business firms. Foster Grant was being called upon by employee groups from local plants of employers such as Raytheon, General Electric, DuPont and Borden for guidance on how to develop programs and stimulate employee — family participation.



Foster Grant Families cool off at a company recreation site.



Employees gather 'round the table at a company-sponsored picnic.

Sheppy has gladly shared the insight, experience and contacts he has gained over 43 years of success in keeping people motivated.

At Foster Grant's main plant in Leominster he last year sold over 10,000 tickets to employees and their families to attend dozens of different events. Hundreds of employees also participated in the various teams and leagues he helped to organize.

Foster Grant's formula for a successful recreation program has been generously to subsidize all activities and tickets. Particularly successful has been Sheppy's ability to gain discounts from theaters and stadiums by agreeing to match any amount they discount off the list price; thus, a ticket sold to Foster Grant at $1.00 below box office price is passed on to the employee at a $2.00 discount. Typical of the response to such discounts is the attendance of 500 people monthly at the local movie theaters where volume patronage is appreciated.

Among the more popular programs Sheppy has created are those which allow employee's families to sit back and enjoy an activity which has been fully planned in advance. The Foster Grant Mystery Trips, such as those which took 5 busloads of adventurers to tour the aircraft carrier U.S.S. Forrestal or to review the cadets at West Point before an Army-Vanderbilt football game, have always been sellouts. Other family winners have included vacation rambles down from New England to the nation's capital and trips to the famous Pennsylvania Dutch farmlands at Lancaster County, Pennsylvania. Foster Grant's recreation program never forgets its old friends. Retirees are eligible for all activities. The 25-Year Club holds several parties annually in addition to monthly dinner meetings for its 200-plus members.

The flexibility of the program has been maintained over the years because the recreation program never chose to own anything bigger than a desk, renting athletic facilities, chartering busses, or hiring a hall to meet the changing interests of the times. Several years ago Foster Grant, in concert with its union, supplemented these events by purchasing a 16.2 acre recreation site on Spectacle Pond. This facility, for a nominal cost, entitles Foster Grant families to enjoy daily summer recreation. The sandy beach is protected by lifeguards and surrounded by a pine grove with picnic tables. Boating, fishing, volleyball and a playground make this a popular spot for all members of the family.

For the past 43 years, the Foster Grant Recreation program and "Sheppy" have been synonymous. In years to come, after Sheppy retires (and he keeps threatening to do that so he'll have some time for recreation) the program will continue on the foundation built by his pioneering efforts in industrial recreation.

Perhaps the best example of the devoted following this man has achieved over the years occurred a few years ago when the Foster Grant employees in Leominster decided to throw a party honoring Sheppy's "40th anniversary with the Company and 39th birthday." Two months of planning in secret meetings resulted in his being surprised by 17 busloads of Foster Grant families at a Boston Pops Concert conducted by Arthur Fiedler. Sheppy felt that his fellow employees had truly put one over on him but until he reads this article he'll never know that it took a committee of 40 people to organize what he generally does single-handed. □



Santa is always popular at Foster Grant's children's Christmas parties.

NIRREF sponsors consumer bicycle tests

by Patrick B. Stinson,
Assistant Executive Director, NIRA
and
Dennis Gilbert, NIRA Intern



Ready to roll . . . Cliff Hodgkins.

ON Saturday, March 22, 1975, the National Industrial Recreation Research and Educational Foundation (NIRREF) conducted a test designed to evaluate and rate five top makes of 10-speed racing bicycles for the benefit of NIRA members. The project was held at the Flick-Reedy Corporation, Bensenville, Illinois.

The day-long test was divided into assembly and performance evaluations. NIRA member company employees acted as testers. None were experts. They ranged in age from 24 to 55 years and represented various areas of industry. They were: **Mike Brown** (R.R. Donnelly and Sons), **Cliff Hodgkins** (Flick-Reedy Corporation), **Tom Husum** (Quaker Oats & Company), **Jim Stevens** (Continental Illinois National Bank), **Mike Thoren** (Bankers Life & Casualty Company), and **Casey Trent** (Commonwealth Edison Company).

The five bicycles represented the lowest priced models in their respective lines. Each was the biggest volume seller of its brand. They were:

Fuji Special Tourer ($144.00)
Miyata MXE (129.95)
Peugeot AO8 (about $140.00)
Raleigh Record (about $139.00)
Schwinn Varsity ($129.95)

Dr. C. J. Roberts, consultant to the NIRREF, was present to oversee the tests and assure valid, unbiased results. A technical consultant from the bicycle maintenance business was also on hand to supervise assembly and performance safety.

The bikes were evaluated according to a numerical scale of 1 to 5, with a rating of 5 representing the best score. Total points indicated the final score for each model.

ASSEMBLY

Ease and speed of assembly accounted for 25% of the test. The bicycles were delivered to the test site in factory-sealed cartons. Each bike was then assembled by a randomly-chosen tester. Rating for assembly was based on basic criteria:

1. Comprehensiveness of the instruction manual
2. Number of tools necessary for assembly
3. Ease of assembly with an average bike owner's tools
4. Exactness of chain line
5. Derailleur adjustment time
6. Cone adjustment, factory ball-bearing adjustment
7. General ease of assembly

Assembly Results

The Miyata bike scored the highest number of total points in the assembly portion of the test, well ahead of Peugeot and Raleigh which tied for second place. Miyata's strongest points were in the comprehensiveness of its instruction manual, the exactness of its chain alignment, and its general ease of assembly. The Peugeot, Raleigh and Miyata all scored well in assembly with an average bike-owner's tools. Miyata also took the least time of all for assembly — just 35 minutes.

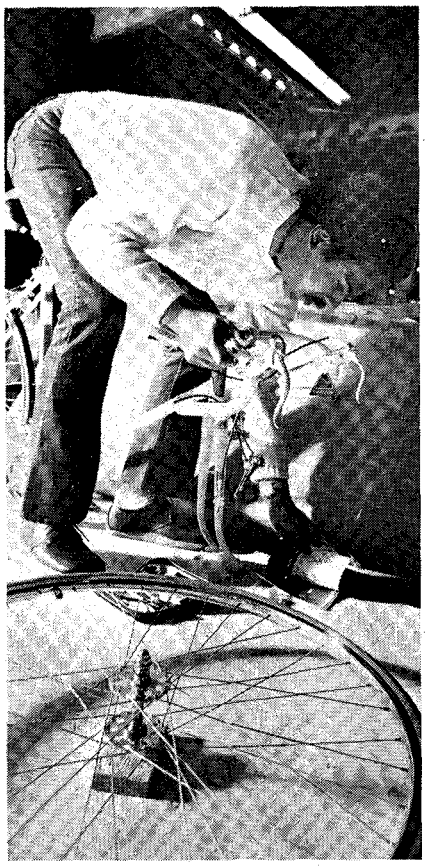
PERFORMANCE

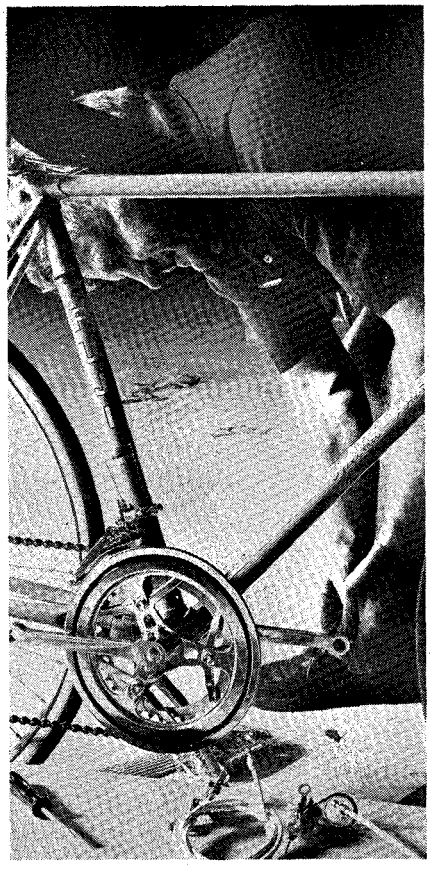
The remaining 75% of the bicycle evaluation tested overall performance and was conducted on an outdoor course. Each participant rode and evaluated every bike. The testers followed these criteria:

1. Frame rigidity
2. Gear predictability
3. Braking effectiveness
4. Wheel trueness
5. Pedal clearance
6. Stability at speed
7. Stability while shifting
8. General stability and balance
9. Acceleration and climbing potential
10. Weight
11. Saddle comfort
12. General rider comfort



Mike Brown inflates a tire on his Peugeot





Assemblers prepare their bikes for testing. Top left, Jim Stevens; top right, Casey Trent. Bottom left, Tom Husum; bottom right, Mike Thoren.

Performance Results

In performance as well as assembly, the Miyata scored highest of all the bikes. Fuji placed second in this category, with Raleigh a somewhat distant third. Miyata's greatest strengths lay in wheel trueness, braking stability at speed, general stability and balance, pedal clearance when cornering, and general rider comfort. The second place Fuji scored very well in braking and stability while shifting. Said Mike Thoren "The Fuji was excellent in almost every way." Peugeot was rated the lightest cycle.

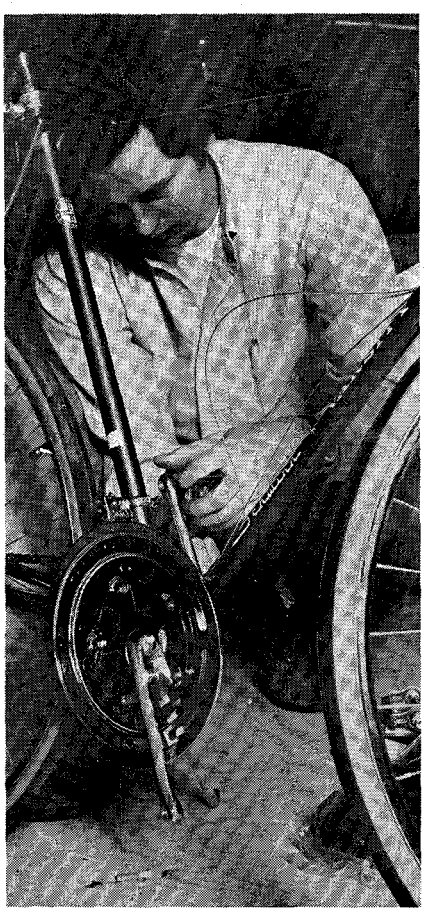
SUMMARY

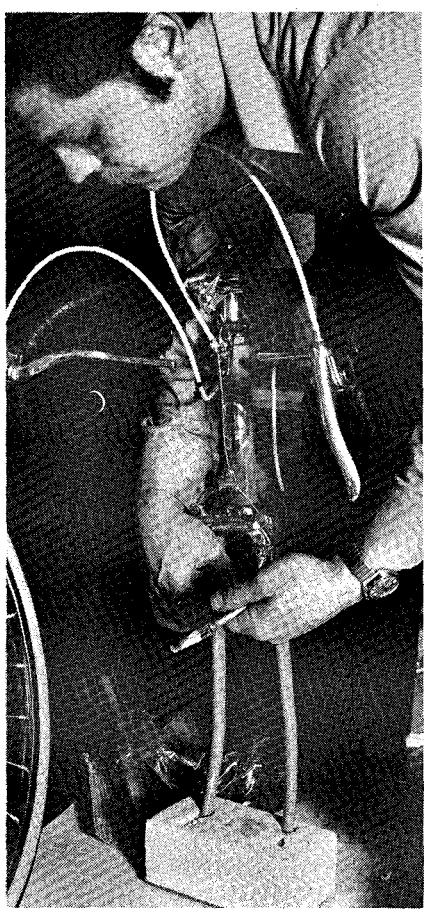
When the total scores were tabulated, the Miyata MXE proved to be the best overall bicycle. It was one of the two lowest-priced bikes of the field, at a retail price of $129.95. **Tom Husum** of Quaker Oats summed up the general feelings of the others when he commented simply, "The Miyata was the best bicycle tested."

It should be noted that, of the bicycles tested, even the lowest rated is far superior to most other cycles sold by full-service bicycle dealers.

Dick Wilsman, Vice President of NIRA Research, hopes that the recent bike tests are the first of a continuing series of NIRREF evaluations. Said Wilsman, "This appears to be a very successful test. I hope that NIRREF can continue this service of evaluation for recreational products."

Additional information and specifics on this test are available from the NIRA offices at 20 N. Wacker Drive, Chicago, Ill. 60606. Please note: Attention — NIRREF tests. □





Another 'Full Membership IRC'

Burbank's 39 New Members

Bechtel Power Corp.
Norwalk
Rita Davidson

Beverly Hills Emp. Rec.
Beverly Hills,
Dick Thorpe

Blue Chop Employee Credit Union
Los Angeles
Meryl Alderson

Burbank City Employees Assoc.
Burbank
Robert Allen

California Federal Savings
Los Angeles
Jeanette Kroger

Datron Systems
Chatsworth, Calif.
Chuck Taylor

G.E. Aviation Serv. Op.
Ontario
James Kolessar

General Electric
Ontario
Don Stockwell

Glendale City Employees Assoc.
Glendale
Alice Injeian

Hagenbaugh & Murphy
Los Angeles
Karen Songer

Home Savings & Loan Association
North Hollywood
William Ranney

Hughes Markets, Inc.
Los Angeles
Doris Miller

Hydro Aire Co.
Burbank
Evelyn Komiski

Hydraulic Research
Valencia
Milt Greenberg

I. Magnin & Co.
Los Angeles
Gene Gilbert

Litton Industries, Inc.
Beverly Hills
Vicki Rowland

Marquard Co.
Van Nuys
Dean Sipes

McGraw-Hill
New York, N.Y.
Alfia Strehle

Menasco Manufacturing Co.
Burbank
Richard Weston

Mickey Mouse Recreation Club
Glendale
Rich Ruescher

National American Insurance Co.
Los Angeles
Kay Alexander

National Broadcasting Co.
Burbank
Jim Mowery

NCR
Van Nuys
R. A. Werner

Nissan Motor Corp.
Gardena
Jan Burr

Singer Instruments Div.
Los Angeles
Carrie Lewis

Singer-Librascope
Glendale
Nancy Laughlin

Southern California Edison Co.
Rosemead
Bob Gardner

Sperry-Univac
Valencia
Frederick Williams

SSP Products
Burbank
Alzora Cormack

Sunbank Electronics, Inc.
Burbank
Bert Bergsrud

Tasker Industries
Chatsworth
Jesse Moore

Technicolor, Inc.
Hollywood
James Johnson

Teledyne Systems Co.
Northridge
Dean Brungart

Thomas Organ Co.
Sepulveda
Phil Atchian

Transport Indemnity
Los Angeles
Connie Perlmann

True Trace
Whittier
John Thurmond

V.A. Employees Association
Los Angeles
Anita Miller

Weber Aircraft
Burbank
Ken Cooper

Whitaker Controls
North Hollywood
Ray Stachura

Zero Manufacturing Co.
Burbank
Maurice Johnson

NIRA Welcomes More New Members

New York Industrial Recreation Directors Association

Abraham & Straus
Brooklyn, N.Y.
Nellie Wright

Blue Cross — Blue Shield
New York, N.Y.
Vito Giliberti

McGraw-Hill, Inc.
New York, N.Y.
Theodore Curtis

New York Telephone
New York, N.Y.
Rita Onorato

Rockefeller Center, Inc.
New York, N.Y.
Edward J. Perrone

Allied

Naval Air Station
Alameda, Calif.
Special Services Director

Owens-Illinois
Streator, Ill.
Roy L. Rivers

Owens-Illinois
Walmet, Calif.
Janet Bloom

Owens-Illinois
Worcester, Mass.
Jack Swank

Individuals

Robert Butterfield

Gary Russell

Mary Seubert

Associates

Carefree Travel, Inc.
New York, N.Y.
Ron Miller

Champion Products, Inc.
Rochester, N.Y.
Craig Leach

Del Webb World Travel Co.
Las Vegas, Nev.
Kenneth Swanson

Eastern Steamship Lines, Inc.
Miami, Fla.
Bernard Chabot

Golf For Millions
Century City, Calif.
John Dickson

Paradise Products, Inc.
El Cerrito, Calif.
Andy Andrian

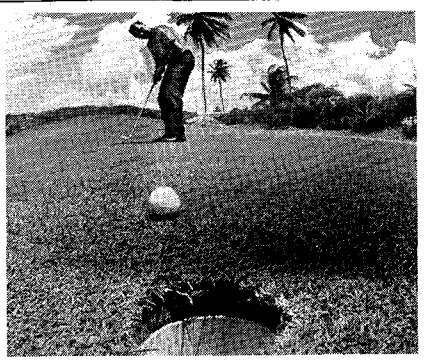
Organization

Blue Cross — Blue Shield
Chicago, Ill.
William Hill

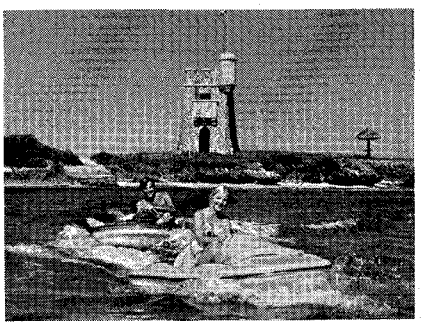
Chemical Technology, Inc.
Washington, D.C.
William DeVries

General Electric
Stamford, Ct.
Kay Wright

(Continued on page 46)



Runaway Bay
HOTEL AND GOLF CLUB
P.O. Box 58, Runaway Bay, Jamaica, W.I.



TOWER ISLE HOTEL and TENNIS CLUB
Tower Isle Post Office
Ocho Rios, Jamaica, W.I.
Nick Brimo, General Manager

JAMAICA'S CHOICE FOR BUSINESS.

Here's the best choice for your group.

In Runaway Bay, the Runaway Bay Hotel. A famous place with a lake size pool, a beach that goes on forever, golf, tennis and horseback riding. (Accommodates groups of up to 300.)

In Ocho Rios, Tower Isle Hotel. A magnificent place with all watersports, a secluded beach, a private island, tennis and golf nearby. (Accommodates groups of 10-280.)

Both are beautiful hotels with luxurious rooms, exciting nightly entertainment and facilities for meetings, forums, lectures, seminars, banquets and private parties.

Why take a chance somewhere else when you have the best choice right here?

Operated by the Issa Family of Jamaica.
Telex 2168 ISSABROS JAMAICA.
Represented by the Leonard Hicks Organization.

Mr. R. Neiman, Dir. Mktg. & Sales, Issa Hotels
464 S. Dixie Highway—Suite 200
Coral Gables, Fla. 33146 (305) 661-8513

Please send me brochures and group rates for Jamaica's Choice: Tower Isle & Runaway Bay.

Name_____

Company_____

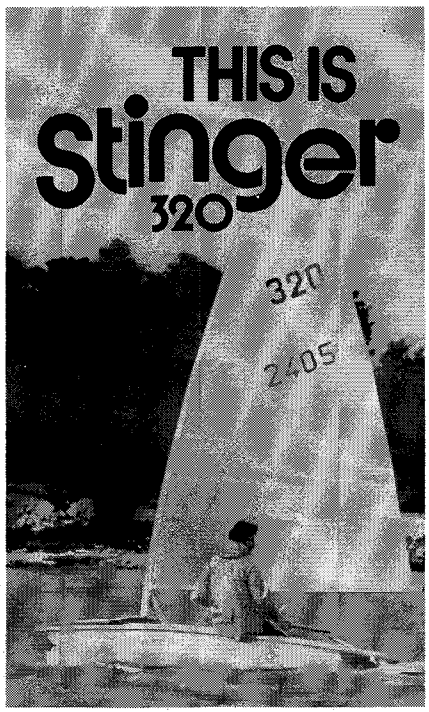
Address_____

City_____ State_____ Zip_____

CIRCLE READER SERVICE CARD NO. 33

MEET AMERICA'S NEWEST RACING CLASS!

Sales forecasts of the 3.2 meter Stinger had to be doubled *twice* during the first year in Europe. Now sailing in a dozen countries on the Continent, Stinger is set to capture U.S. markets this season!





10½′ x 4½′ x 3″ (board up) with 56 sq. ft. performance-designed Dacron sail, Dacron lines, boom vang and fine stainless steel hardware, Stinger is unsinkable, stable, thrilling to sail. Hull weight is 95 lbs. for easy car-topping. Yellow, color impregnated high density polyethylene, with black ABS deck, kick-up rudder, daggerboard and hiking stick. A natural for the Jr. regatta set, and fleet sales.

For special pre-season prices, write:

Dayton®

DAYTON MARINE PRODUCTS
7565 E. McNichols Rd., Detroit, Mich. 48234
Woodall Industries, Inc., a subsidiary of LOF

CIRCLE READER SERVICE CARD NO. 34

More New Members

(Continued from page 45)

Gillette Co.
St. Paul, Minn.
Lanita Stilwell

Gould, Inc.
Cleveland, Ohio
Robert Burns

Grove Manufacturing Co.
Shady Grove, Pa.
Thomas S. Myers

Joseph Schlitz Brewing Co.
Milwaukee, Wis.
Donald Reschenberg

Kellogg Co.
Battle Creek, Mich.
Richard Day

Lummus Co.
Houston, Texas
O. J. Thibodeaux

Marathon Oil Co.
Findlay, Ohio
David Pelletier

NASA Exchange
Houston, Texas
Timothy Kincaid

Pennsylvania Power & Light
Allentown, Pa.
Sterling Bowen

Phillip Morris
Richmond, Va.
Ron Lewis

Raytheon ESD
Goleta, Calif.
Ronald Reinhold

United Services Automobile Assn.
San Antonio, Texas
Gordon Hart

Zenith Radio Corp.
Chicago, Ill.
William Thomson

Dallas Metroplex Council

A-1 Trophy and Engraving
Dallas, Texas
Samuel Roino

British Tourist Authority
Dallas, Texas
Alan J. Reid

Carriage Trade Dinner Club
Dallas, Texas
Joe McClintock

Ft. Worth National Bank
Ft. Worth, Texas
Paris Couturiaux

City of Garland
Garland, Texas
James Jackson

Garland Travel Agency
Garland, Texas
Monte Neece

Lion Country Safari
Grand Prairie, Texas
Tom Kennedy

Main Place Travel Inc.
Dallas, Texas
Betty Ivers

Paramount Pictures — Sports World
Grand Prairie, Texas
Bill Olsen

Ron Carr Travel Consultants, Inc.
Dallas, Texas
Ron Carr

Shepherd Printing & Litho. Corp.
Dallas, Texas
Ray Adams

Star Wholesale Tire Co.
Dallas, Texas
Pat Patterson

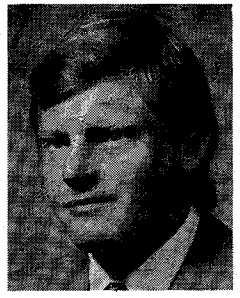
Teledyne Geotech
Garland, Texas
Ethel Johns

Texas Credit Union League & Affl.
Dallas, Texas
Barbara McConnell

Your Man Tours
Irving, Texas
L. J. D'Arcy

Constructive Comments

Fencing a tennis court with an eye for beauty



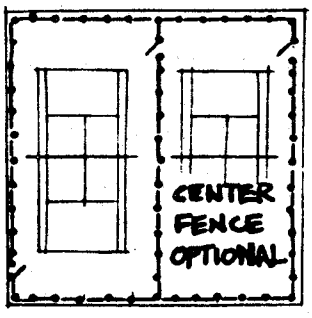
by Anthony W. Kotz
Kotz & Schneider
Land and Recreation
Planning & Design
Syracuse, N.Y.

Tennis courts need not be eyesores. When properly designed to blend into their surroundings, tennis courts can add to an area's scenic interest and beauty. Probably the biggest aesthetic challenge of tennis courts is fencing.

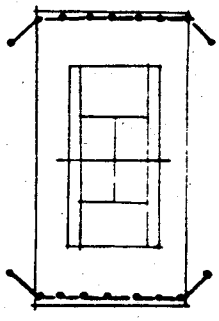
Fencing is necessary, at least for backstops at the ends of the courts. Side fences may be needed where there is little level land around the court. They are preferred by many players. Others, however, prefer the less expensive and more natural open sides.

Chain link fencing is most commonly used. It may be galvanized, aluminized, or vinyl coated steel. It should be 10 or, preferably, 12 feet high to control balls. 1-3/4 inch mesh does not "catch" balls as the larger 2 inch mesh sometimes annoyingly does.

Consider painting the fence black or using black vinyl coated fencing. You may be surprised how a black fence nearly "disappears" into most backgrounds. Plantings of shrubs and small trees around the court helps hide the fence and blend the court into its surroundings while providing an attractive background for players. Avoid large trees that will shade or drop leaves onto the court.



FENCED SIDES
NOTE GATES. SHOULD HAVE MORE THAN ONE.

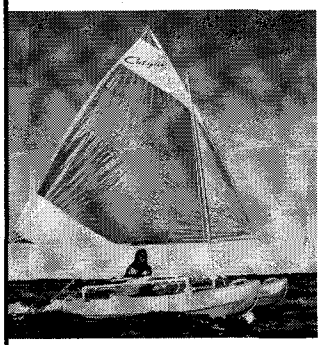


OPEN SIDES
NOTE "WINGS" TO CATCH BALLS

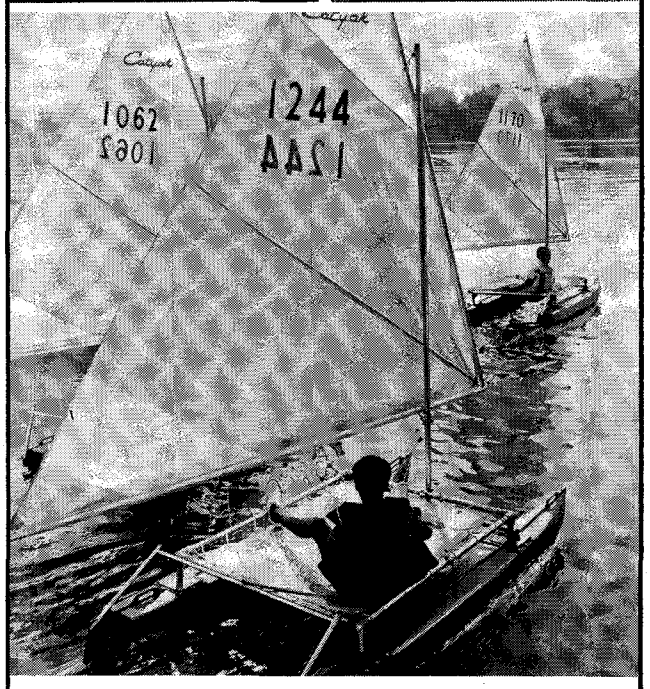
BOTH TYPES MAY BE USED FOR BANKS OF TWO OR MORE COURTS.

Catyak™
impulse-selling
car-top catamaran

The catamaran sales wave is growing and Catyak is riding the crest . . . no wonder, when you consider the market for this sporty 9'4" cat. Inexpensive, she's a simple boat for beginners with performance that excites seasoned sailors. Her 95 lbs. total, makes her a cinch to car-top. Even on compacts. Catyak's hulls are molded of tough linear polyethylene. Unsinkable, practically indestructible, she comes complete with Dacron sail, rigging and trampoline deck.



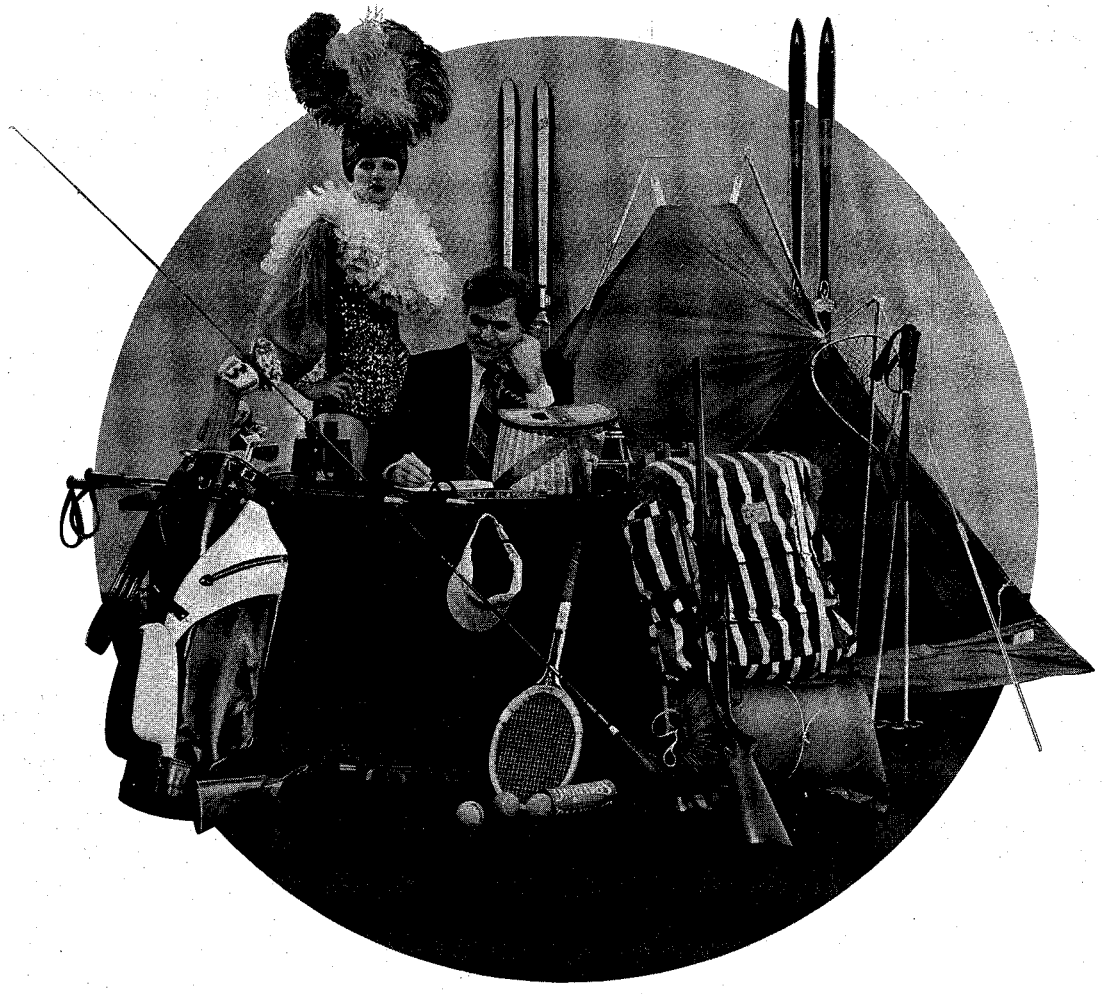




For details of our Nat'l Ad Campaign write:

Dayton®
DAYTON MARINE PRODUCTS
7565 East McNichols Road
Detroit, Michigan 48234
Woodall Industries, Inc.
a subsidiary of LOF

CIRCLE READER SERVICE CARD NO. 35



Feat of Clay... helping you plan pleasure trips to Frontier Country.

Frontier Airlines' Clay Blaylock works year round to get group vacations off the ground. Recreation directors of many of America's leading companies, employee clubs and other groups count on him to point them in the right direction.

Direction? To Las Vegas for the shows and casinos. To National Parks like Yellowstone, Canyonlands and Grand Teton—Frontier flies to 12 of them! Wintertime—to more than 50 great ski areas in the Rockies—Crested Butte, Jackson Hole and Vail for starters; or to sunny Phoenix or Tucson to thaw out.

Scores of money-saving packages are described in Frontier's colorful tour brochures—2 nights to 2 weeks. And Frontier group airfares save you a bundle going and coming: 10 to 19, 20% off; 20 to 39, 25% off; 40 or more, 30% off. Vacation Excitement begins with your Professional Travel Agent, or for instant information, call Clay Blaylock toll-free at 800-525-1138.

discover the new Frontier



First class legroom at coach prices

CIRCLE READER SERVICE CARD NO. 36

travel talk

Send a company rep for tour insurance

by Laurence Stevens
President
Laurence Stevens International, Inc.



IF at all possible, you should arrange for a club or company representative to accompany each of your tours. This representative should never, of course, interfere with the actual operation of the tour. That is the job of the tour operator, travel agent, or professional tour escort, all of whom would resent any interference in their realms. Still, there are several important functions your deputy can perform. He or she may turn out to be just the extra insurance you need in an unforseen emergency.

First of all, it is essential that anyone who is acting in a semi-official capacity be completely briefed on all aspects of the tour he or she is to accompany. Your representative should attend all operational meetings so he or she fully understands exactly what to expect.

One important function of your representative would be to act as liaison between the company on the one hand and the tour operator on the other. Anything can happen while your group is traveling. A decision may have to be made by a top company official. For this reason, your representative should always know how to reach the decision-maker from any point in the world.

If tour participants know that there is a company representative along, they will tend to come to him or her should problems develop, or if the service is not what they think it should be. Travelers tend to take out their displeasure on whomever happens to be closest at hand. This is usually the tour escort. It should always be remembered that problems *do* develop in travel.

In the event of serious mishandling, the representative should be prepared to take accurate notes and record exactly what happened and why. If your rep can perform an on-the-spot analysis when the problem occurs, you will have important data later, should it be necessary to request an adjustment or refund of any portion of the tour price. Remember, the representative should always try to maintain a low-key, neutral approach in any dispute or problem until all of the facts are known. He or she should stay on the side-lines unless requested by the tour operator to become involved.

By having your own representative on hand, you will protect the interests of your club and its membership. Any problems that *do* arise will be much easier to solve on the spot, rather than back at the company office, weeks later.

As European airfares soar, Hawaii at $371* (air and land) looks better than ever!

* From Chicago.

Hawaii

1975 WEEKLY AFFINITY CHARTERS
8 DAYS—7 NIGHTS

$169
land per person
plus applicable airfare below.

HILTON HAWAIIAN VILLAGE
and *United Air Lines*

Tuesday departures via
United Airlines
223 seat DC8 Stretch from your gateway

CITY	AIR FARE (per person)
New York	$195
Boston	201
Los Angeles	109
Chicago	170
Hartford	199
Baltimore/Wash. D.C.	192
Dayton	180
Detroit	181
Cleveland	184
Philadelphia	195
Pittsburgh	187
Atlanta	185
Seattle	117

Add fuel surcharge and head tax: approx. $31. High Season surcharge (6/20-8/31, 9/27-10/26, 12/13-12/31) $10.

$140
land per person
plus applicable airfare below.

PRINCESS KAIULANI
and American Airlines

Thursday departures via
American Airlines
171 seat Boeing 707 from your gateway

CITY	AIR FARE (per person)
New York	$273
Boston	296
Chicago	231
Hartford	289
Baltimore/Wash. D.C.	283
Dayton	263
Detroit	264
Cleveland	273
Philadelphia	285
Pittsburgh	279

Above air rates include $6 head tax and fuel surcharge.

Air and land rates subject to change without notice.

CALL OUR CHARTER DEPARTMENT FOR COMPLETE DETAILS
New York (212) 736-5186
Chicago (312) 956-7870

Worldways TRAVEL CORPORATION
An affiliate of Hawaiian Holidays, Inc.
OUR 17th YEAR • BONDED FOR $500,000.00

500 Fifth Avenue • New York, N.Y. 10036 (212) 736-5186
Offices also in San Francisco, Chicago, Honolulu and Toronto

OUTSTANDING VALUES IN CHARTERS TO HAWAII • RIO • LAS VEGAS
See us at the NIRA show at Kingston, Jamaica — Booth #29

CIRCLE READER SERVICE CARD NO. 37

new products

1. Pillo polo new action game

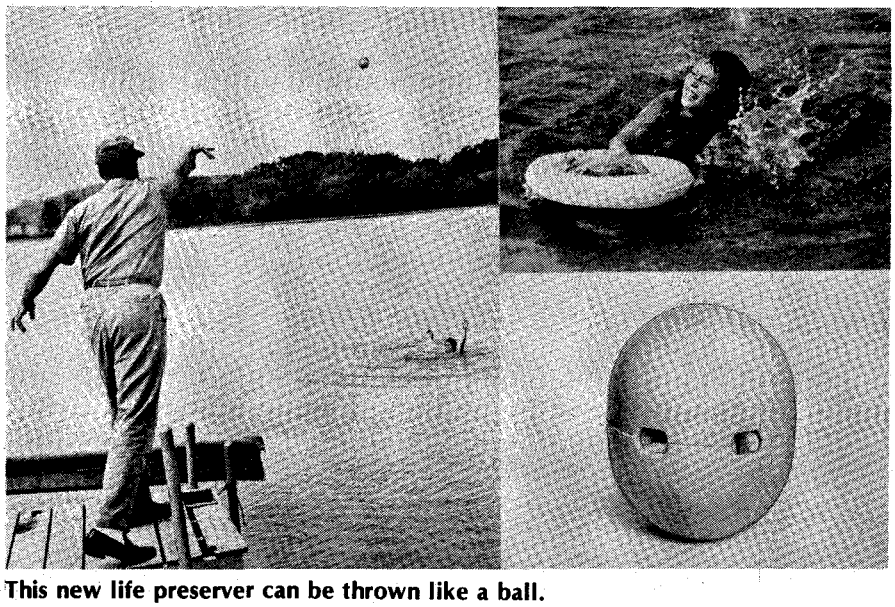
This new game, "Pillo Polo," is as fast and exciting as field hockey, but safer. Each team of 6 or more is equipped with Pillo Polo sticks. Each stick consists of a pillow-like poly-foam head with tough skin that is permanently attached to a flexible polyethylene shaft. No masks, elbow or shin guards are needed.

Pillo Polo requires skills that are easy to master. Designed with the harried recreation director in mind, it is easy to understand and requires a minimum of supervision.

CIRCLE READER SERVICE CARD NO. 1



Pillo polo brings hours of safe fun and exercise.



This new life preserver can be thrown like a ball.

2. Emergency life preserver

The "SAV-A-LIFE" is a new kind of life preserver. It is a compact ball that can be thrown with the speed and accuracy of a baseball to persons in distress. When it hits the water, an automatic triggering device releases a full size, self-inflating life preserver from the polystyrene outer shell. In seconds, the life preserver inflates to support a fully clothed adult weighing as much as 300 pounds. Each "SAV-A-LIFE" is packaged in a polyethylene bag.

CIRCLE READER SERVICE CARD NO. 2

3. Filleting board

This new board holds the fisherman's catch firmly in place, allowing safer, more efficient cleaning and filleting. The board is 6 inches wide by 24 inches long. A clamp at one end holds the fish by the head or tail. Grooves in the board help keep the fish from slipping. A handy built-in knife hone is located on the side of the board. It's available in woodgrain molded plastic or chopping block hardwood.

CIRCLE READER SERVICE CARD NO. 3



This filleting board holds fish in place for easy cleaning.

4. Enameling effects without kiln

Now available is a new process for duplicating metal enameling and ceramic glaze effects without a kiln. Special ground plastic colors, which resemble traditional powder metal enamels or ceramic glazes, are non-toxic. The material is fired to a relatively low temperature of 200° to 250°F, using a regular kitchen oven, toaster-oven, electric frying pan, light bulb, or even a candle. After firing on almost any clean, grease-free surface, the colors become permanent, bright, and chip-resistant.

Small projects can be completed at a low cost by inexperienced groups of all ages. Suggested applications include jewelry, wall plaques, coasters, mobiles, and many more.

A complete starter kit containing five 10-gram bottles of assorted colors, equipment and instructions is available. Additional supplies may also be ordered.

CIRCLE READER SERVICE CARD NO. 4



Just a low heat produces kiln-like finishes with this enameling kit.

5. Basketball net and return

This new "STA-in-PLA" combination basketball chain net and ball return adds a new twist to an old game. Every shot through the rim rewards the shooter with a quick ball return to the playing area. Reliable rebounds into the playing area help protect surrounding grass, gardens and buildings. Made of rust-resistant metal chain with an aluminum ball return chute, the "STA-in-PLA" net is easily installed, with ordinary pliers, on all 8 and 12-ring rims.

CIRCLE READER SERVICE CARD NO. 5

ad index

Air Jamaica	15
Atalaya Park Hotel	2
Audio Brandon Films	20
Beach Club Hotel	8
Benrus	31
Brooks Rent-a-Car	25
Champion Products	38
Dayton Marine	46,47
Eastern Steamship Lines	24
Forest Trails	19
Frontier Airlines	48
Golf for Millions	Cover II
Greyhound	54
Hacienda Hotel & Casino	2
Hillerich & Bradsby	16
Hilton International	23
Holidair	Insert 27-30
Holiday Inn	Cover III
Home Lines	34
Hotel du Pont	22
Howard County, Md	25
Issa Hotels	45
Loews Dominicana	14
Loyal Travel	39
Maredon Travel	13
Mark 10	22
Miami Beach Hyatt House	25
Miyata	26
National Bowling Council	52-53
Nationwide Leisure	35
Professional Services	5
Republic Travel	17
Shanker Industries	51
Technicolor	Cover IV
Worldways Travel	49

Manufacturers • Importers • Distributors

of

TOYS • INDUSTRIAL PREMIUMS • PARTY FAVORS • SPECIALTIES • BINGO EQUIPMENT & SUPPLIES

SHANKER INDUSTRIES INC.

Dave Shanker

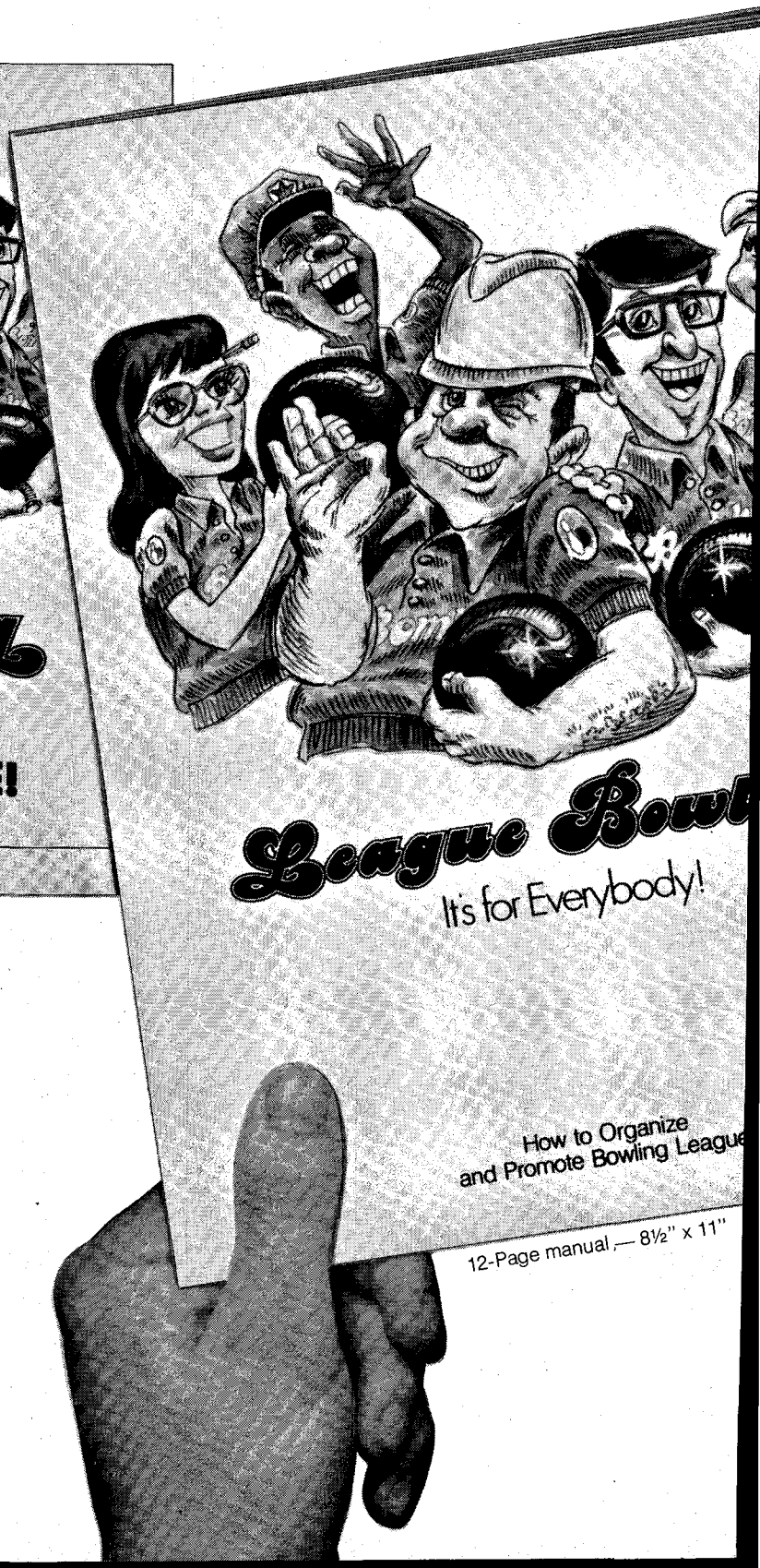
1640 SUPERIOR AVENUE
CLEVELAND, OHIO 44114
(216) 241-3817

CIRCLE READER SERVICE CARD NO. 38

THE NAME O
ORGAN

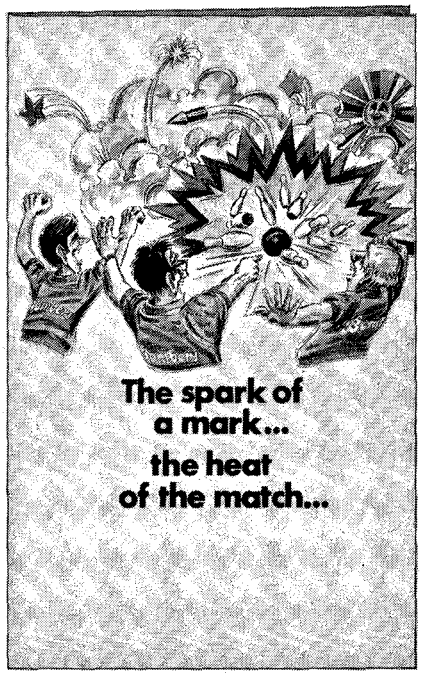


Poster — 17" x 22"

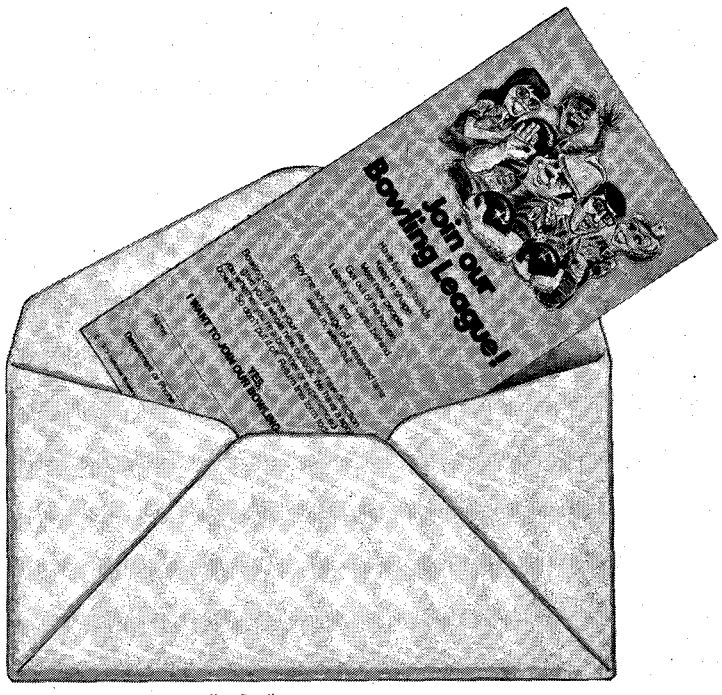


12-Page manual — 8½" x 11"

THE GAME IS ZATION.



Folder — 3½" x 5½"



Payroll enclosure — 3½" x 7¼"

Announcing new aids for easier-than-ever bowling league organization and promotion!

In the game of employee recreation, whatever the game, success depends first on organization. And with its unique league set-up and playing facilities everywhere, no game is as easily organized . . . . or so widely popular . . . as bowling!

Now a comprehensive new manual and concrete aids made especially for recreation managers make it even easier to promote bowling with:

- Simple step-by step suggestions on how to get rolling
- A world of useful information about league operation
- New posters, literature, payroll enclosures and more — all designed to spark employee enthusiasm and roll up the score for bowling's well-known benefits

If you're still not bowling . . . or want to improve the organization of an existing program . . . be sure to send today for these practical and useful new league-bowling materials for recreation managers.

You'll wonder how you ever managed without them!

NBC National Bowling Council
1666 K Street, N.W., Washington, D.C. 20006

National Bowling Council
1666 K Street, N.W., Washington, D.C. 20006

☐ Please send me your free manual, "How to Organize and Promote Bowling Leagues."

☐ Enclosed $29. Please send a complete kit: Manual, 25 Posters, 500 Payroll Enclosures, 500 Folders, camera-ready art for publication.

Name _____

Title or Department _____

Company _____

Address _____

City, State _____ Zip Code _____

CIRCLE READER SERVICE CARD NO. 39

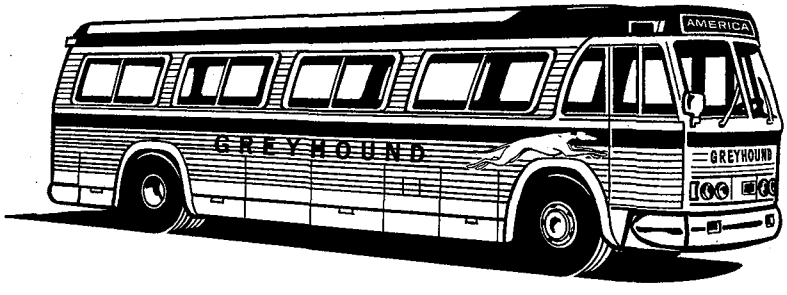
- **Low prices**—as low as $3[illegible]8,[illegible]50, plus tires.
- **Excellent financing**—thru Greyhound.
- **Volume discounts.**
- **Variety of models** and capacities.
  All with air-conditioning, lavatory, air-suspension ride, reclining seats.

AVAILABLE AGAIN! CALL NOW!

FOR FURTHER INFORMATION
CALL TOLL FREE:*
(800) 528-6020
ASK FOR MR. STEVE SITZLAR

(*From anywhere in the U.S. except Arizona, Alaska, Hawaii. Arizona residents call collect (602) 248-6524. Or write Mr. Sitzlar at Greyhound Lines, Inc., Greyhound Tower, Phoenix, Arizona 85077.)

buy a GREYHOUND



for group travel

(More bus for your money)

NIRA INFORMATION CENTER

Publications Available from National Industrial Recreation Association.

☐ $3.00

Industrial Recreation Bibliography
A new annotated bibliography of all materials related to industrial recreation just completed by Robert W. Schoott, and Douglas M. Crapo, PhD. The collection Consists of over 470 entries each accompanied by a short description. Information is categorized according to subject into 11 chapters. $2. plus $1. postage & handling.

☐ $4.00

Standard Sports Areas
Dimensions and specifications of more than 70 types of sports arenas, pools, courts, fields, etc., for industrial, school, private, military and public recreation leaders. $3. plus $1. postage & handling.

☐ $4.00

How to Organize and Manage Tournaments
Everything you need to know about tournaments from organization to publicity, with 4 to 36 team leagues, eliminations to finals, 36 pages. $3. plus $1. postage & handling.

☐ $3.00

The Untapped Potential: Industrial Recreation
Illustrated booklet based on a talk given by Frank Flick, president of Flick-Reedy Corp, the NIRA "Employer of the Year." Innovative recreation programs sponsored by such firms as Goodyear, Timken, Kodak, Xerox, and, of course, Flick-Reedy are illustrated. $2. plus $1. postage & handling.

☐ $5./1 yr.

☐ $8./2 yrs. Include $1.00 additional per year for Canadian & Foreign subscriptions. U.S. dollars please

☐ $10/3 yrs.

Recreation Management
Monthly professional journal, editorially directed to industrial recreation directors, leaders, program coordinators and company executives. Only publication of its kind in U.S. Features research, finance and program ideas, educational material and articles detailing social, physical, cultural and service programs and activities in business and industry. Published 10 times per year. Subscriptions: $5./year; $8./2 years, $10./3 years. Members receive subscription as well as CIRA Informer, THE KEYNOTER and THE PRESIDENTS QUARTERLY with membership dues.

NIRA Information Center
20 North Wacker Dr.
Chicago, Ill. 60606

ATTENTION INFORMATION CENTER
Please send me the publications I have checked.

I have enclosed $ _____ (check or money order)

Name _____
Organization _____
Address _____
City, State, Zip _____

SERVICES & ACTIVITIES

Purpose

The National Industrial Recreation Association assists in developing employee recreation as a benefit to business, industry, organizations, units of government and the community. It promotes the concept of industrial recreation as a means of improving relations between the employees themselves and between employees and management, and strives to upgrade the caliber of its members' recreation programs, to form new programs and to keep members abreast of all developments in the field.

Services and Activities

RECREATION MANAGEMENT — Published 10 times a year. A stimulating, useful, how-to-do-it professional journal. Contains new ideas, new concepts, new ways to make industrial recreation programs more successful.

Program Manuals and Information Center — Manuals prepared for members by NIRA staff present practical step-by-step procedures for developing special activities to fit within a company's recreation program.

Periodicals — In addition to Recreation Management, published are two newsletters; the Keynotes, a monthly publication, and the Informer, articles for the Certified Industrial Recreation Administrator.

Consultation Service — NIRA Advisory Committee and staff plus past Presidents of NIRA and Association members are available for consultation or speaking engagements.

National and Regional Contests — Eight are conducted annually to stimulate participation in employee programs. The amateur events are mostly postal and can be conducted at the member location or near-by.

Membership Directory — A listing of recreation directors, personnel managers, Associate Members and NIRA's "Who's Who" in Certified Administrators in Industrial Recreation. Published annually and includes telephone numbers and addresses.

Free Clerical Services — Provided by NIRA for intra-membership communication.

Awards — Given annually for outstanding member leadership and achievement in areas of recreation administration and programming; for outstanding overall programs and for specific activities. NIRA also presents special top management honors.

Conferences & Workshops — A National and one Regional Annual Conference and Exhibit are open to all NIRA members where educational sessions and seminars are conducted. Regional workshops are also conducted for educational purposes near a member's location.

Certification Program — NIRA certifies industrial recreation administrators after they successfully complete the Certified Industrial Recreation Administrator requirements. This includes induction into the "Who's Who In Industrial Recreation" records.

Merchandise Discounts — Many consumer products and services are available to members and their employees at substantial savings as high as 60 percent off retail price, primarily from Associate Members, Exhibitors and Advertisers.

Employment Services — Special assistance offered members in finding jobs and to organizations in finding personnel. Recruiting and Search Service offers search screening and referral of candidates for recreational positions.

Intern program. Upper Level and graduate students with recreation majors are referred by headquarters to conduct and/or assist with your program development on a full or parttime basis. All students are approved by NIRA. There is no charge for the service.

Research Foundation, Reports — NIRA and the Educational Foundation develop and collect information on the latest trends, methods and techniques of employee recreation and report findings to members. Surveys conducted by NIRA and NIRREF cover all phases of employee recreational activities. The studies enable our members to evaluate their programs and to keep informed of trends.

Types of Membership

Organization — Available to business, industry and governmental organizations or the employee recreation associations and their employees who are interested in the development and maintenance of employee recreation facilities and/or programs.

Associate — Available to companies, trade associations and other organizations which operate nationally and are interested in distributing programs and services to employee recreation programs.

Industrial Recreation Council — Open to areas having organized councils or associations comprised of business, industry or government.

Allied — Available to NIRA Organization Member's recreation program, Elected Officers, Board Members and to Recreation program Coordinators or volunteers at branch locations of NIRA members.

Individual — Available to individuals interested in Association activities and objectives who are not connected with a business, industry or governmental organization or an employee association.

College/University — Available to institutions interested in Employee Recreation and by virtue of membership shall entitle students enrolled in their school to receive a reduced student membership fee.

Student — Available to students majoring or minoring in recreation or allied fields at a college or university where such training is offered. □

Companies that work and play together stay together



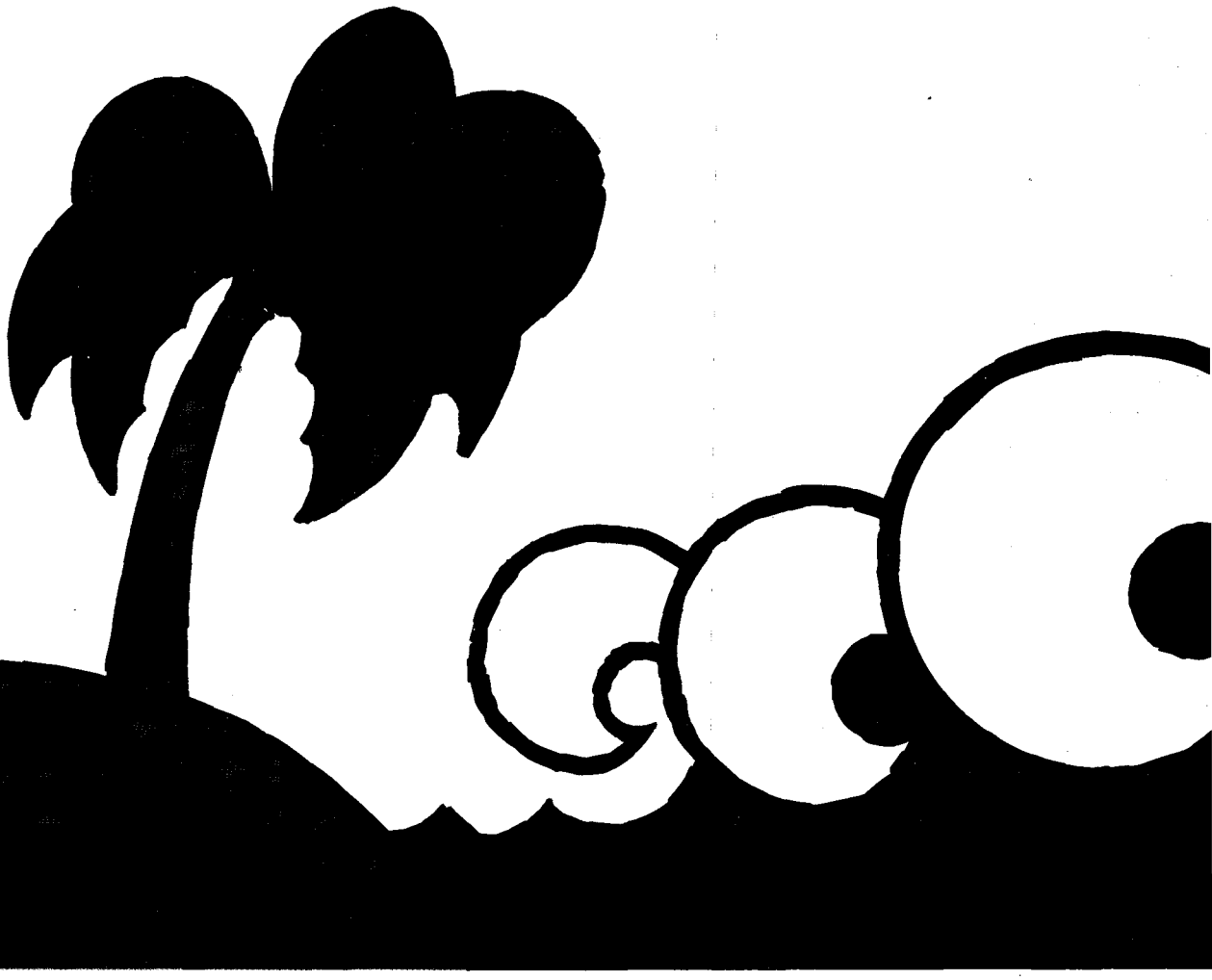
at Holiday Inn Resorts

For detailed information on our Group Package programs, just call our Group Specialists: Atlanta (404) 451-7105, Boston (617) 742-7630, Oak Brook, Ill. (312) 325-1225, Dallas (214) 744-1578, Hollywood, Calif. (213) 469-2274, New York (212) 868-1080, Yeadon, Pa. (215) 622-0286, Southfield, Mich. (313) 355-1062, Toronto, Canada (416) 360-1980, Arlington, Va. (703) 527-3384, Memphis, Tenn. (901) 362-4921, Miami, Fla. (305) 531-3471.

Holiday Inn®

Bermuda **Freeport** **Paradise Island** **Jamaica** **Aruba** **Curacao**

CIRCLE READER SERVICE CARD NO. 41



Technicolor®

everyone gets their final plans together for vaca-
ıs, no one can ever be sure they have everything
y need. If the vacation is to a far off place filled
ı exotica and beauty, it would be particularly sad if
: of the items left behind was film.

'echnicolor can make the planning a little easier
making a high quality film and photoprocessing
/ice available to your club members. Through your
anization, they can obtain everything they will need
:eep the memories fresh for years to come.

Ve have devised several exciting programs that are
ıvenient to use and flexible enough to fit any of
ır club needs. If the members find it easier to
rge their purchases, so be it. At the end of each
nth we will send them a bill for all services used.
ıey don't like some of the work, those charges
removed from the bill.

ıs they enjoy the tour, they might find it more
venient to use our handy prepaid mailers. That
' they simply drop it in the mail wherever they are
I the rest is done for them. By the time they arrive
ne, the exclusive Full-Vue prints or color-rich slides
be waiting.

'here are many programs available to you and any one of them can mean a profit for your clu
have no investment to make at all. Through
ticularly exciting method, we have created a c
sion plan on total sales that can give your clu
money. The more you use our high quality full
program, the more money you will have to
whatever you like. It's a bonus and we're ple
offer it to you. If you would like to find ou
about these and other services, fill out the
and mail it to us. We'd be happy to help ma
group travel vacations last a little longer.

Technicolor, Inc.
6311 Romaine Street
Hollywood, California 90038
Attn: Lee Coscino
Director CCC Program

☐ PLEASE SEND ME MORE INFORMATION
☐ I WOULD LIKE YOU TO CALL ME

NAME _____

TITLE _____

COMPANY NAME _____

COMPANY ADDRESS _____

CITY _____ STATE _____ ZIP _____

COMPANY TELEPHONE (INCLUDE AREA CODE) _____

CIRCLE READER SERVICE CARD NO. 42

July 1975

recreation management

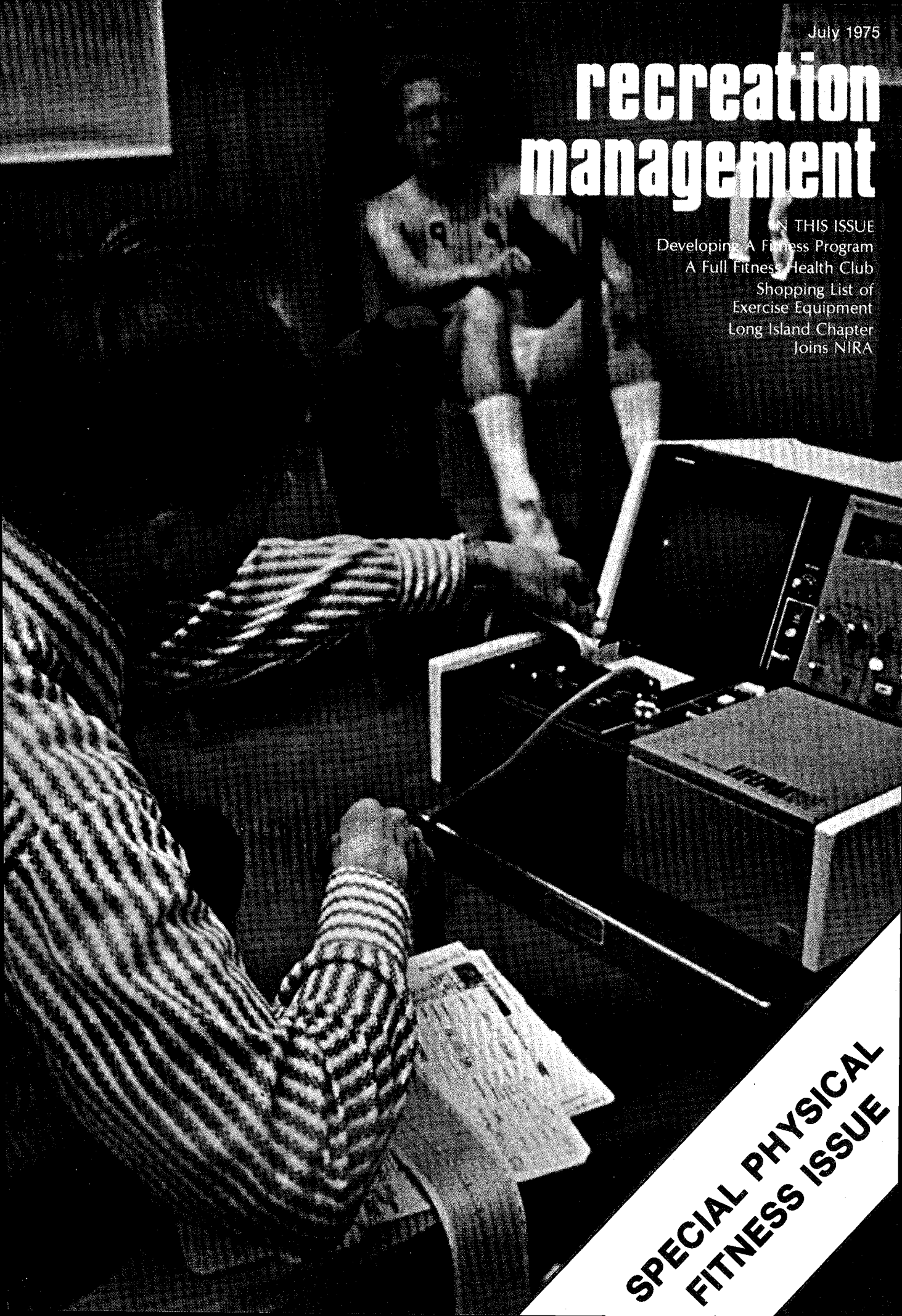
IN THIS ISSUE

Developing A Fitness Program

A Full Fitness Health Club

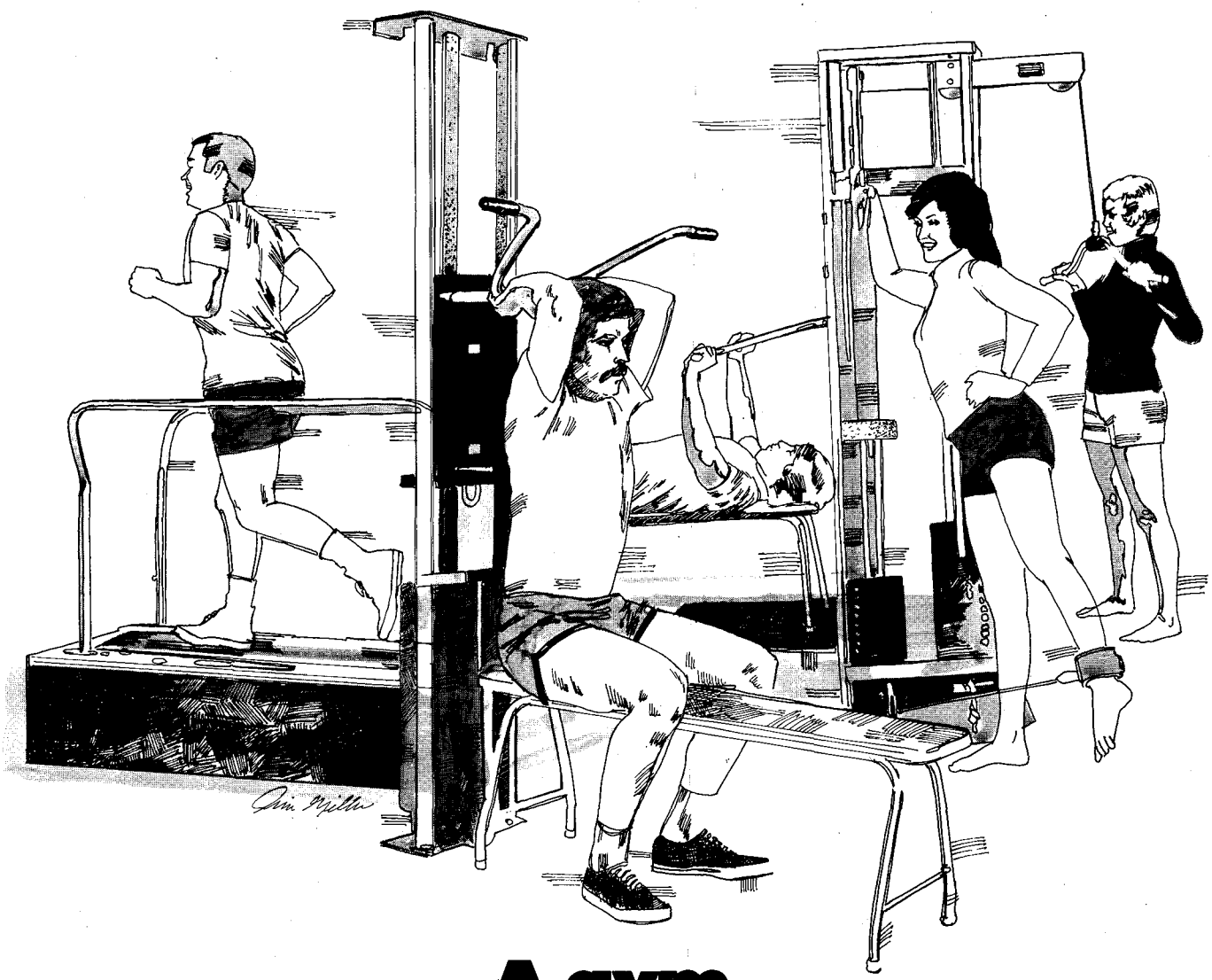
Shopping List of Exercise Equipment

Long Island Chapter Joins NIRA



SPECIAL PHYSICAL FITNESS ISSUE

[illegible] one thing every Tom, Dick and Harriet needs.



A gym.

Because a physical fitness center pays off. For the employee. For their family. For you. It releases tension. Improves cardio-respiratory tone. Trims excess weight. Builds endurance.

And Marcy modules help you build a gym to precisely fit your budget and your space. For instance, our MACH I™ does 17 major barbell exercises, yet takes up only 37″ of wall space and six inches of floor space!

We offer a 16 station Circuit® Trainer, a Gym King, 2, 3 and 8 station Master Gyms, Quad Pulleys, plus exercisers and conditioning equipment of all kinds. Even complete gym packages and design service.

The price you pay is surprisingly little. And the rewards in employee morale and good health will astonish you.

Send now for our free 64 page color catalog.

MARCY® GYM EQUIP. CO.

1736 Standard Ave., Glendale, Calif. 91201 (213) 247-6611

Copyright® Marcy Gym Equipment Company 1975. All Rights Reserved.

CIRCLE READER SERVICE CARD NO. 1

EXECUTIVE DIRECTOR
MICHAEL A. FRYER

recreation management

Volume 18, Number 5

PRESIDENT
MILES M. CARTER, CIRA
McLean Trucking Company
Winston-Salem, North Carolina

PRESIDENT-ELECT
WILLIAM B. DeCARLO, CIRA
Xerox Corporation
Rochester, New York

VICE-PRESIDENTS
HOWARD D. BUNCH
First National Bank of Denver
Denver, Colorado
MELVIN C. BYERS, CIRA
Owens-Illinois, Incorporated
Toledo, Ohio
ARTHUR L. CONRAD, CIRA
Flick-Reedy Corporation
Bensenville, Illinois
FRITZ J. MERRELL, CIRA
Olin Corporation
Pisgah Forest, North Carolina
RICHARD H. WILSMAN, CIRA
S. C. Johnson & Son, Incorporated
Racine, Wisconsin

IMMEDIATE PAST PRESIDENT
EDWARD M. BRUNO, CIRA
3M Company
St. Paul, Minnesota

TREASURER
JOHN W. MEYER, CIRA
Motorola, Incorporated
Schaumburg, Illinois

DIRECTORS
SR. JOSE EMILIO AMORES
Prevision Social Grupo Industrial
Monterrey, N.L., Mexico
MARK ARMSTRONG
Xerox Corporation
Dallas, Texas
RICHARD BROWN
Texas Instruments, Incorporated
Dallas, Texas
ELIZABETH BURCHARD
Northwestern Bell Telephone Compan
Omaha, Nebraska
KIRT T. COMPTON
Eastman Kodak Company
Rochester, New York
VON CONTERNO
Pratt & Whitney Aircraft Club
East Hartford, Connecticut
JOE CORRIGAN
Danly Machine Corporation
Chicago, Illinois
GEORGE K. GRIGOR, CIRA
Kodak Canada, Limited
Toronto, Ontario, Canada
REYNOLDS JOHNSTON
Monsanto Company
Pensacola, Florida
JOHN LESLIE, CIRA
3M Company
St. Paul, Minnesota
ROY L. McCLURE, CIRA
Lockheed-Georgia Company
Marietta, Georgia
RAY MENDOZA, CIRA
Convair Recreation Association
San Diego, California
NICK M. MIKETINAC
Wharmin Paper Products
Green Bay, Wisconsin
EUGENE MILLER, CIRA
Michigan Bell Telephone Company
Detroit, Michigan
GEORGE MULLEN
Frigidaire Employees Recreation
Association
Dayton, Ohio
CHARLES J. PLACEK, JR.
Motorola, Incorporated
Scottsdale, Arizona
L. W. PORTER, CIRA
Raytheon Company
Andover, Massachusetts
JOSEPH R. SCALZO, CIRA
Sun Oil Company
Toledo, Ohio
JOSEPH C. SCHRANCK, CIRA
E. I. du Pont de Nemours & Company
Wilmington, Delaware
DAVE SHANKER
Shanker Industries, Incorporated
Cleveland, Ohio
STEPHEN D. WALTZ, CIRA
Cummins Engine Company
Columbus, Indiana

contents

12 **Cover story: Company Profile — A full fitness Health Club at Northern Natural Gas**
16 **Developing a well-rounded fitness program** — *Bert Knitter*
32 **Shopping list of exercise equipment** — *George Otott*
34 **LIIRA spells success for Long Island employees**
35 **Welcome to LIIRA members**
38 **Travel Spotlight — New York: a city for all seasons**
44 **Organizing a fitness program** — *Heinz W. Lenz*
46 **Specific Training: how to build physical fitness for top results** — *Dr. Frederick W. Kahms*
50 **Exercise . . . as if your life depended on it** — *Prof. Paul Lessack*

departments

2 **NIRA news**
5 **NIRA Services & Activities**
6 **News in Brief**
8 **Associate Profiles**
31 **Good Things to Read**
37 **Names in the News**
42 **Constructive Comments**
48 **New Products**
52 **Advertisers Index**

PUBLISHER
Michael A. Fryer
EDITORS
Margaret Crane **Mary Morris**
PUBLICATIONS ADVISORY BOARD

ROBERT L. BARBOUR
EDITOR-PRESIDENT
PR Publishing Co., Inc.
Meriden, N.H.

ARTHUR W. BLANKENBURG
A. Blankenburg Associates
Graphic Design
Schiller Park, Ill.

MICHAEL P. DINEEN
PUBLISHER
Country Beautiful Corp.
Waukesha, Wisc.

ARTHUR L. CONRAD
(CHAIRMAN)
VICE PRESIDENT,
Public Relations
Flick-Reedy Corp.
Bensenville, Ill.

MELVIN C. BYERS
CORPORATE COORDINATOR OF
PERSONNEL ACTIVITIES
Owens-Illinois, Inc.
Toledo, Ohio

JOHN McGEHEE
DIRECTOR OF PUBLIC RELATIONS
Kiwanis International
Chicago, Ill.

TOM REID
DIRECTOR OF PUBLIC AFFAIRS
Illinois Manufacturers Association
Chicago, Ill.

JAMES D. HESSMAN
NEWS EDITOR
Seapower Magazine
Washington, D.C.

Published monthly, except combined issues in December-January and May-June, by the National Industrial Recreation Association, 20 N. Wacker Drive, Chicago 60606. (312) 346-7575. Sixty days notice in writing with old and new zip codes is required for uninterrupted service in the case of address changes. Subscription rates are $5 annually or 50¢ per issue. Views expressed by contributors do not necessarily reflect the opinion of the association.
Controlled circulation postage paid at New Richmond, Wisconsin 54017. POSTMASTER: send form 3579 to 20 N. Wacker Drive, Chicago 60606.

nira news

Champion Products to market Olympic '76 wear

Champion Products, Inc., Rochester-based maker of imprinted athletic and casual wear, announced recently that it has been authorized by the U.S. Olympic Committee to sell sweat shirts and pants bearing an approved design of the next winter and summer Olympic games. The 12th winter Olympics will be held in Innsbruck, Austria on February 4 to 15 next year. The summer games will open July 16 and run to August 1 in Montreal, Canada.

John George, Sales Manager for Champion Products, said that the company would market the imprinted wear through retail outlets in college campus stores as well as department and chain stores. Goods will go on sale this fall. □

Flick-Reedy President receives distinguished service award

Frank Flick, President of Flick-Reedy Corporation, Bensenville, Illinois, was one of seven honorees receiving Alumni Awards for Distinguished Service in Engineering from the University of Illinois. Ceremonies were held at the Champaign-Urbana campus, April 18.

The Alumni Awards were presented to "persons who have distinguished themselves by outstanding leadership in planning and direction of engineering work, by fostering professional development of young engineers, or by their contribution to knowledge in the field of engineering."

Flick, holder of 56 patents in the field of fluid power, was cited as an "inventor, innovator, industrialist . . . the excellence of his original power cylinder designs have made them the standard of the industry . . . his employment policies have been recognized as successful and effective." □

Great interest in NIRA among federal employees in Chicago metro area

Federal employees of the metropolitan Chicago area, represented by the Federal Executive Board, recently passed a resolution of cooperation with NIRA. Following an explanation of membership benefits by **NIRA Executive Director Mike Fryer,** the Board voted to "work with NIRA to explore interest in and methods to establish an employee recreation program" for its members.

This employee group represents the single largest employer in the Chicago area, with 72,000 employees. □

Employees support new choral society at Owens-Corning

Owens-Corning Fiberglas' corporate headquarters in Toledo, Ohio has organized and is helping to promote an employee choral group. The new association calls itself "The Fibertones". Thus far, 22 women and eight men have lent their voices to the choir.

Age is no barrier, at either end, for Owens-Corning's singers. Members range in age from 18 to 55 years. The group meets weekly for practice. Sheet music and a piano were purchased for its use and the services of a professional director have been obtained.

"The Fibertones" have performed at company functions, including the annual Christmas party the annual dinner for female employees, and an informal noon-hour concert in the lobby of the Fiberglas Tower. □

About the Cover

Jim McClymond, Northern Natural Gas, Vice-President of Personnel, undergoes a stress test as part of the company's required annual physical exam. See cover story page 12.

MARK LTD.

lets you give them superb travel at new low prices.

Check out these great land-package rates:

Las Vegas
(3 days, 2 nights) . . . from $43.00*

Disney World
(4 days, 3 nights) . . . from $78.00*

East Africa
16 days . . from NYC $1,399.00*

Special Group Rates
(*per person, double occupancy)

Send for complete details on these or other destinations — including lowest available air-fare rates or call (312) 440-1990

MARK LTD.
919 No. Michigan Avenue
Chicago, Illinois 60611

CIRCLE READER SERVICE CARD NO. 2

Priced for value.

Excellent financing—thru Greyhound.

Volume discounts.

- **1964 Model 4106's**—all with air-conditioning, lavatory, air suspension ride, reclining seats.

Other models available, too.

NOW! 1964 MODELS AVAILABLE.

FOR FURTHER INFORMATION

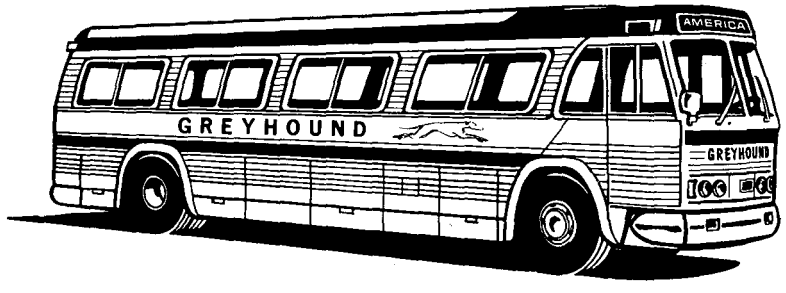
CALL TOLL FREE:*

(800) 528-6020

ASK FOR MR. STEVE SITZLAR

(*From anywhere in the U.S. except Arizona, Alaska, Hawaii. Arizona residents call collect (602) 248-6524. Or write Mr. Sitzlar at Greyhound Lines, Inc., Greyhound Tower, Phoenix, Arizona 85077.)

buy a GREYHOUND



for group travel

(More bus for your money)

Announcing a new, friendly, inexpensive place in the sun.

Loews Dominicana.

One of the most fabulous hotels you never stayed at. Where the rates are among the lowest in the Caribbean. And the people are some of the friendliest you ever smiled at. Loews Dominicana. Set like a jewel on a magnificent tropical island.

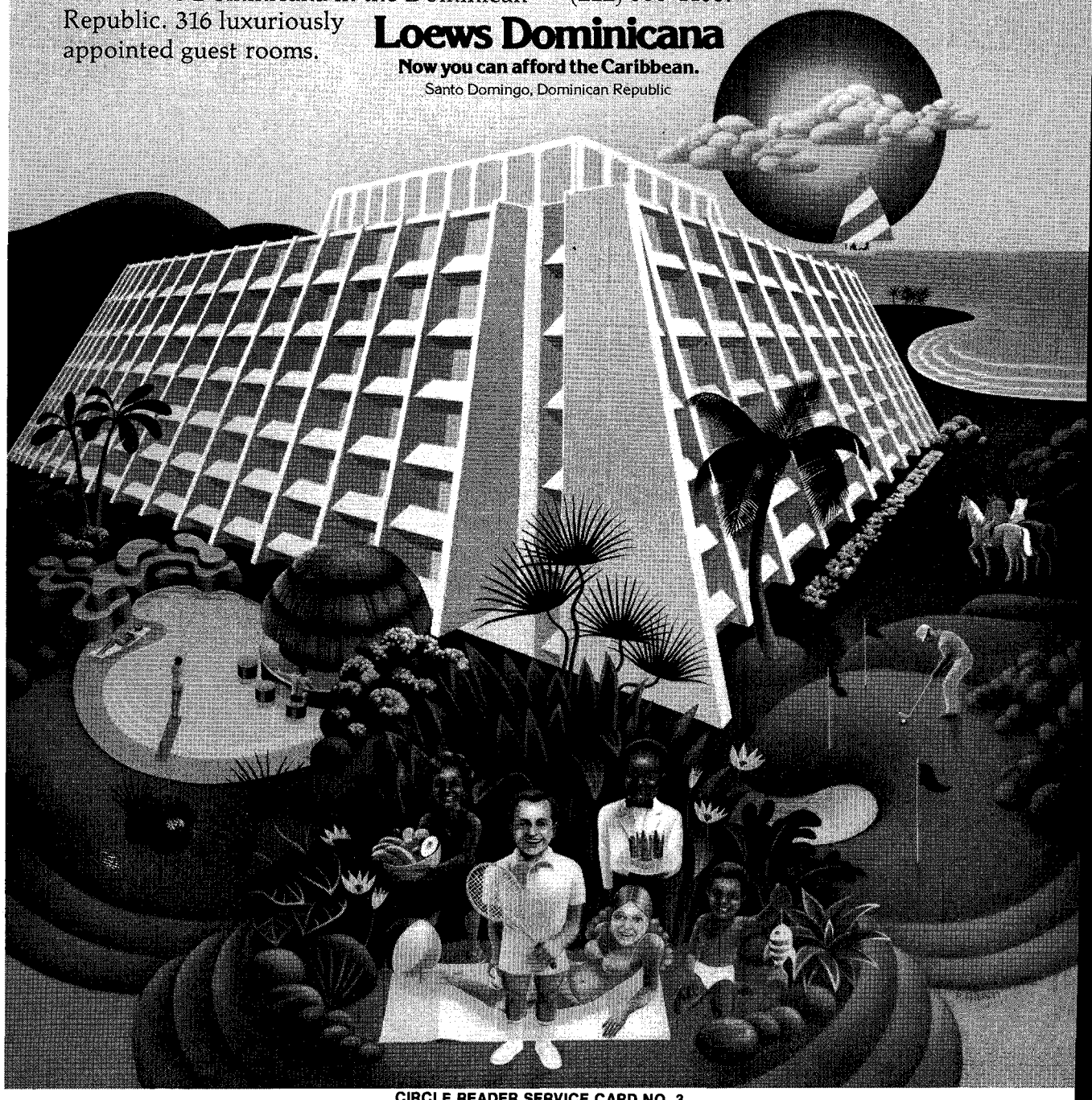
Loews Dominicana in the Dominican Republic. 316 luxuriously appointed guest rooms. 8 tennis courts. 7 superbly equipped meeting rooms at our convention center. Ready for you December 1975.

For a brochure and group rates call or write Terry Rufer, VP Sales, Loews Hotels, 666 5th Avenue, New York, N.Y. 10019. (212) 586-4400.

Loews Dominicana

Now you can afford the Caribbean.

Santo Domingo, Dominican Republic



CIRCLE READER SERVICE CARD NO. 3

SERVICES & ACTIVITIES

Purpose

The National Industrial Recreation Association assists in developing employee recreation as a benefit to business, industry, organizations, units of government and the community. It promotes the concept of industrial recreation as a means of improving relations between the employees themselves and between employees and management, and strives to upgrade the caliber of its members' recreation programs, to form new programs and to keep members abreast of all developments in the field.

Services and Activities

RECREATION MANAGEMENT — Published 10 times a year. A stimulating, useful, how-to-do-it professional journal. Contains new ideas, new concepts, new ways to make industrial recreation programs more successful.

Program Manuals and Information Center — Manuals prepared for members by NIRA staff present practical step-by-step procedures for developing special activities to fit within a company's recreation program.

Periodicals — In addition to Recreation Management, published are two newsletters; the Keynotes, a monthly publication, and the Informer, articles for the Certified Industrial Recreation Administrator.

Consultation Service — NIRA Advisory Committee and staff plus past Presidents of NIRA and Association members are available for consultation or speaking engagements.

National and Regional Contests — eight are conducted annually to stimulate participation in employee programs. The amateur events are mostly postal and can be conducted at the member location or near-by.

Membership Directory — A listing of recreation directors, personnel managers, Associate Members and NIRA's "Who's Who" in Certified Administrators in Industrial Recreation. Published annually and includes telephone numbers and addresses.

Free Clerical Services — Provided by NIRA for intra-membership communication.

Awards — Given annually for outstanding member leadership and achievement in areas of recreation administration and programming; for outstanding overall programs and for specific activities. NIRA also presents special top management honors.

Conferences & Workshops — A National and one Regional Annual Conference and Exhibit are open to all NIRA members where educational sessions and seminars are conducted. Regional workshops are also conducted for educational purposes near a member's location.

Certification Program — NIRA certifies industrial recreation administrators after they successfully complete the Certified Industrial Recreation Administrator requirements. This includes induction into the "Who's Who In Industrial Recreation" records.

Merchandise Discounts — Many consumer products and services are available to members and their employees at substantial savings as high as 60 percent off retail price, primarily from Associate Members, Exhibitors and Advertisers.

Employment Services — Special assistance offered members in finding jobs and to organizations in finding personnel. Recruiting and Search Service offers search screening and referral of candidates for recreational positions.

Intern program. Upper Level and graduate students with recreation majors are referred by headquarters to conduct and/or assist with your program development on a full or parttime basis. All students are approved by NIRA. There is no charge for the service.

Research Foundation, Reports — NIRA and the Educational Foundation develop and collect information on the latest trends, methods and techniques of employee recreation and report findings to members. Surveys conducted by NIRA and NIRREF cover all phases of employee recreational activities. The studies enable our members to evaluate their programs and to keep informed of trends.

Types of Membership

Organization — Available to business, industry and governmental organizations or the employee recreation associations and their employees who are interested in the development and maintenance of employee recreation facilities and/or programs.

Associate — Available to companies, trade associations and other organizations which operate nationally and are interested in distributing programs and services to employee recreation programs.

Industrial Recreation Council — Open to areas having organized councils or associations comprised of business, industry or government.

Allied — Available to NIRA Organization Member's recreation program, Elected Officers, Board Members and to Recreation program Coordinators or volunteers at branch locations of NIRA members.

Individual — Available to individuals interested in Association activities and objectives who are not connected with a business, industry or governmental organization or an employee association.

College/University — Available to institutions interested in Employee Recreation and by virtue of membership shall entitle students enrolled in their school to receive a reduced student membership fee.

Student — Available to students majoring or minoring in recreation or allied fields at a college or university where such training is offered. □

news in brief

September 27 set for National Hunting and Fishing Day

By proclamation of President Ford, September 27, 1975 will be America's fourth annual National Hunting and Fishing Day. The day is designed to promote the cause of hunting and fishing throughout the country. It is designed, also, to emphasize the outdoor sportsman's role as a conservationist.

Observances will vary across the country. National, state, and private parks will hold celebrations that include contests, demonstrations, and displays. Last year, some 20,000,000 people participated in Hunting and Fishing Day observances. Enthusiasts hope for an even greater national turn-out this year.

For more information, write: National Hunting and Fishing Day, 1075 Post Road, Riverside, Conn. 06878 or call (203) 637-3618. □

AAA announces "gas watchers" energy-saving program

At its Spring meeting, the Discover America Travel Organizations, Inc. board of directors approved a resolution of support for AAA's "Gas Watchers" program. The board commended what it called "AAA's innovative, well-designed and constructive plan for voluntary energy conservation".

The "Gas Watchers" program has several objectives. First, AAA hopes to convince the public of the gravity of the immediate energy problem and of the need to conserve gasoline to overcome the nation's energy/economy problems.

Secondly, the program is designed to show the public how to conserve. By use of a "Gas Watchers" Guide and a personal consumption score card as the core of the program, motorists are shown the most effective steps to take to use less gas in the daily driving. Several public service projects and communications media are also part of the overall program .

Another objective of the "Gas Watchers" program is to measure results of conservation efforts. Individual motorists can be shown how much less they are using. On a state, regional, and national basis, AAA will monitor and report on consumption trends.

The specific goal of the "Gas Watchers" program is to get every licensed driver in the U.S. to become a "Gas Watcher", with a committment to make 5 gallons of gas do the work of 6. The figure was selected because it represents the national goal of reducing oil imports by one million barrels per day from the present import rate of about 6 million barrels per day. □

The "Gas Watchers" Guide, a 16-page pamphlet which explains what steps are necessary to save gas, is the backbone of the educational program. Other projects urge compliance with the 55-mile-per-hour speed limit, renewed interest in carpooling, and more.

AAA welcomes participation by individuals or groups in the "Gas Watchers" program. The Association will willingly serve as a rallying point for cooperative action and joint participation. For more information, write AAA at: 8111 Gatehouse Road, Falls Church, Va. 22042. □

Virginian sees need for national association of pedestrians

Pedestrians?

Certainly, says robert B. Sleight, Ph.D., President of Century Research Corporation, Arlington, Virginia. The need, he says, is clearly there: to encourage pedestrian safety, promote "foot power" as an aid to personal fitness, and to advise walking as a necessary part of any transportation system.

Several European nations, including the Netherlands, West Germany. Great Britain, Sweden and Switzerland, have pedestrian associations, argues Sleight, and so should the U.S.

No idle dreamer, Sleight has proposed a plan of national organization and financial support for a pedestrian society. If you would like to know more, contact Sleight at the Century Research Corporation, 4113 Lee Highway, Arlington, Va. 22207. □

Free-loan film brochure ready for business groups

Modern Talking Picture Service has recently published a new brochure of free-loan 16mm motion pictures available to business and industry groups. The films are sponsored by business firms. , trade associations, professional societies, governmental agencies, and other organizations.

The brochure includes films on business and finance, science and technology, America's problems and challenges, and subjects of general interest. The films are suitable for sales and training meetings or

recreational and lunch-hour programs.

Some of the listed titles include: "The Year They Discovered People", marking the 50th anniversary of one of the most noted factory-worker research programs in history; "Ekofisk—A City at Sea", showing exploration for and discovery of oil 10,000 feet below the floor of the North Sea; "Opinions of the Publics", documenting mini-case histories of public relations programs in action; "People, Products and Prices (A Film on Hedging and Speculating); and "The Vital Force", describing in simple terms how the Chicago Board of Trade functions.

The films vary from 11 to 37 minutes in length; almost all are in color. For a free copy of "Free Loan Films for Business and Industry" write to Modern Talking Picture Service, 2323 New Hyde Park Road, New Hyde Park, N.Y. 11040.

Life-saving "bear hug" for choking victims already saving lives

A new method for aiding choking victims, invented by a Chicago surgeon recently, has already saved the lives of several people in danger of choking or drowning.

According to the National Safety Council, an estimated 2,750 people choke to death on food or other objects in this country every year. An additional 8,000 are lost to drowning. The new "bear hug" method can save some of these people, by popping the obstruction or water form their respiratory systems by air pressure.

The technique is simple. Stand behind the victim, with both arms around the waist, under the arms. Form a fist with one hand, then grasp it with the other hand, placing the fist against the abdomen just above the navel and just below the rib cage. Apply pressure forcibly, with a quick upward thrust. Residual air trapped in the lungs will be forced upward, expelling the obstruction. The main danger of the method is that the rescuer may exert enough pressure to crack a rib — small price to pay for a saved life.

The technique may be applied to victims who are sitting, standing, or lying down. Infants should be placed across the rescuer's knee with the leg pressing against the abdomen below the diaphragm. The pressure then is applied upward. □

More Americans realizing the importance of excercising

As the American way of life becomes ever-more sedentary, increasing numbers of people are waking up to the essential place of exercise in total fitness routine. Over half of the adults in the country participate in some form of extra-curricular exercise — from bowling to regular work-outs.

The *exercise* part of "exercise and diet" has come to the fore in recent years, due largely to knowledge of the connection between lack of exercise and heart disease. Many large corporations, including Exxon and Xerox have instituted serious executive fitness programs with professional staffs to protect the lives and health of their management teams.

Millions of other Americans are finding that exercise can be a fun — and often inexpensive — means of recreation. As recreation directors know, team sports such as bowling, volleyball, softball, and basketball are popular among employees of both sexes. YMCA and YWCA directors attest to the growing popularity of swimming. Skiing has enjoyed a boom in interest, despite rising costs. More rugged sports from backpacking to martial arts have caught on with the fitness-minded.

Health experts, while heartened by the increased interest in fitness, caution against unwise exercise. They generally suggest several steps for the beginner:

— Discuss your exercise program with a physician. Follow his or her advice.

— Take a "stress test" offered by many health and recreation clubs (or check with your physician) before undertaking a new exercise routine.

— Work into your new exercise program gradually, so that your body can handle the increased activity as your health and endurance improve.

— Begin each exercise period with a "warm up" and end it with a "cooling-off" period, to give your heart sufficient time to adjust to different levels of activity.

— Exercise daily — or at least several times a week. Infrequent exercise does little good and may actually be damaging to your heart. □

WARNING

Republic Travel Service which advertised in the May/June issue of RECREATION MANAGEMENT, is no longer in business & attorneys for Republic have indicated that Tri-Rep, Inc. has assumed some of Republic's business.

Employee Activities Director:

HOWARD COUNTY MARYLAND

presents

Diversified Programs of Activity and Wide Choice of Accomodations

for

Week-end GROUP VACATIONS

via

AIR · AMTRAK · BUS

Write for Packet of

INFORMATION

Walter A. Henley

County Office Building
Ellicott City, Maryland 21043

CIRCLE READER SERVICE CARD NO. 4

Eastern Lines offer floating conventions

Group and convention business at sea has become an integral part of Eastern Steamship Lines, Miami, Florida. With the present state of the economy, there are excellent advantages to the meeting planner to investigate an Eastern cruise ship as a meeting site.

A ship can accommodate groups with as few as 16 members up to a full ship charter. Meeting rooms can be set up including simultaneous meetings with complete privacy for each. Audio/visual equipment is available aboard ship. Any special equipment needed can be easily obtained.

The Eastern charterer may determine number of days, ports, and shore programs in advance as long as a charter can be accommodated in the time periods for regular sailings.

Whether for a small group, a large group or a full charter, Eastern's fares include accommodations, all meals, an entertainment program, music and dancing, swimming, and complimentary deck chairs. For special arrangements, the meeting planner can work closely with Eastern's Group Convention Manager to be sure that everything works smoothly.

In and out-of-season rate structures are usual, with discounts for groups year-round. The off-season Fall and Spring rates are often a real bargain for business groups.

In addition to lounges for dancing and entertainment, available ships have excellent gift shops, slot machines and duty free shops plus sports decks and, of course, a theater with current movies.

Programs can be arranged for the spouse, either aboard ship or ashore, with assistance from an experienced cruise staff. The Cruise Director and his staff work with all port excursion companies to be sure that the best tours are available for the complete ship complement.

Eastern also arranges airline-to-ship transfers by bus or limousines and can assist in planning the tour from start to finish, working with the major airlines, bus companies or trains.

If the Meeting Planner wants special cocktail parties, entertainment, or menus . . . all this can be handled through Easterns Group and Convention Manager, who will also assign a member of his staff to accompany the group.

With all that Eastern can offer the harried meeting planner, perhaps it's time *you* examined the advantages of a unique sailing convention. □

Horizon Sportswear taps employee pride

The concept of identification sportswear certainly isn't new, but demand for it has grown to mammoth proportions in recent years. According to Harold Schmidt, Vice-President of Marketing for Horizon Sportswear, Inc., "People are anxious to identify with something, and I.D. jackets provide them with the opportunity to exhibit this involvement without a lot of hoop-la."

It is common to see people of all ages wearing jackets which identify their schools, places of employment, group membership, or product names. "The interesting thing," Schmidt adds, "is that many companies have discovered a demand for identification apparel not only by customers, but among employees as well."

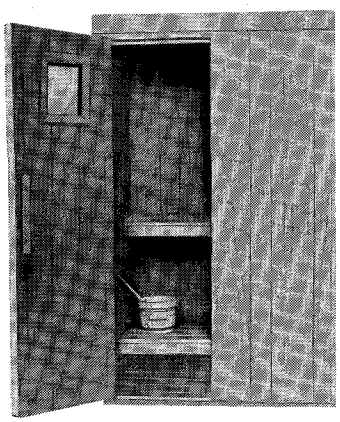
Schmidt recalls one instance in which a company executive reluctantly offered I.D. jackets for sale to his employees. The response to the offer was overwhelming and vivid evidence that employees felt a sense of belonging and loyalty to the company.

Horizon Sportswear maintains sales-marketing headquarters in Madison Heights, Michigan, a suburb of Detroit. It also operates manufacturing facilities in both Michigan and the southeastern United States. Horizon's manufacturing operations incorporate some of the latest automated pattern and sewing systems. Raw goods are primarily nylon-sourced, from major U.S. suppliers. Jackets, both lined and unlined, are produced with a variety of trim features including accent stripes, breast and sleeve pocket configurations, and more. Colorful Swiss embroidered emblems are available in a variety of shapes and sizes, displaying company logos, product names, sports leagues, and even individual personalization.

Schmidt says that much of Horizon's success stems from the fact that the company has developed programs which demand little or no time from busy recreation directors. "We handle a sports jacket I.D. program from concept through mail order fulfillment," adds Schmidt, "including preparation of promotional literature." Schmidt concludes that program experience with such firms as Chevrolet, Beechcraft, Owens-Illinois, and Rockwell International has clearly established Horizon's original concept that sports apparel can reach employees' need to identify with their companies.



More and more industrial companies are including Sauna Rooms in their Executive and Employee Fitness facilities. We offer prefabricated models with Helo Heaters that can be installed virtually anywhere. Saunas in every size for every need . . . from small closet or bathroom to large, luxurious commercial models. Helo offers the widest selection of superb UL Listed Heaters in the U.S.A., warranteed for 5 years. Authentic "Konno" rock heating units with the largest rock capacity of all Sauna Heaters, for controlled, even Heat. Automatic Control Panels. Handrubbed Redwood Rooms, Custom or Prefab . . . all at healthy, down-to-earth prices. Heaters and Accessories available for separate purchase; request FREE Sauna Room Building Plans.



Sole Importers—Helo Heaters from Finland.

SAUNA SPECIFICATIONS

All MacLEVY Sauna Rooms are "sandwich" construction. An Outer and Inner surface framed with studs, insulated with thick Fiberglass Aluminum Foil Vapor Barrier.

TYPE "A"—All 1" (dressed to ¾") All Clear Heart Redwood Interior and Exterior Surfaces.

TYPE "B"—Interior Surface and Ceiling 1" (dressed to ¾") All Clear Heart Redwood. Exterior Walls 3/16" Pre-finished Plywood.

TYPE "C"—ECONOMY—Interior Walls and Ceiling, 5/8" Redwood Plywood providing the appearance of tongue and groove redwood.

USE COUPON FOR COMPLETE DETAILS. CALL COLLECT TODAY.

Visit Showroom — 20 Min. fr. MdTwn N.Y.

92-21 CORONA AVE., ELMHURST, N.Y. 11373 (212) 592-6550

Want to build your own Sauna?

Request Free Sauna Room Building Plans.

Fill in & mail coupon for complete details.

WANT FAST ACTION?

Telephone Today

I am interested in: ☐ SAUNA ROOMS ☐ SAUNA HEATERS ☐ OTHER _____

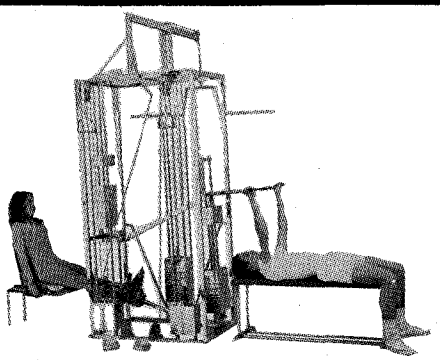
Your Name _____ Title _____

Company _____ Tel. _____ Incl. Area Code

Address _____

City _____ State _____ Zip _____

HELO – MacLevy SINCE 1893



Helo-MacLevy is the World's largest manufacturer of Exercise, Physical Fitness, Whirlpool and Steam Room Equipment.

OUR BUSINESS IS EQUIPPING . . .

SAUNA ROOMS, SAUNA HEATERS, PHYSICAL FITNESS, EXERCISE, WHIRLPOOL, STEAM & REHAB. EQUIPMENT . . .

FOR EXECUTIVE & EMPLOYEE FITNESS FACILITIES, STRESS TESTING UNITS, HEALTH CLUBS, GYMS, ETC. We are principal suppliers of this Equipment to Industrial Organizations, Hotels, Motels, Condominium/Apartment Buildings, Health Clubs, Spas, YMCA's & U.S. Government Installations Around the World.

We manufacture and distribute over 250 units of rugged, heavy-duty professional Equipment.

Choice of Lacquer and Upholstery color for attractive, color-coordinated Exercise Facilities. Wall Instruction Posters, designed for framing, furnished free.

UNIQUE, FREE PLANNING SERVICE . . .

Complete facilities designed to meet your specific requirements. Furnished in blueprint form, these plans conform to your space, usage and budget specifications. Use the coupon below for the complete story . . . this service available with no charge or obligation.

The following is just a partial listing of the Equipment we manufacture and distribute.

- Bicycle Exercisers
- Treadmills (Manual & Motorized)
- Wall Pulley Machines
- Steam Generators (Home and Commercial)
- Exercise Benches
- Bench & Leg Presses
- Multiple Station Exercise Machines
- Dumbell and Barbell Sets
- Hydraulic Rowing Machines
- Whirlpool Baths
- Steam Cabinets
- Vibratory Belt Massagers
- Roaler Massagers
- Rehabilitation Equipment
- Boxing and Conditioning Equipment

USE COUPON AT LEFT FOR 80-PAGE, COLOR CATALOG

CIRCLE READER SERVICE CARD NO. 5

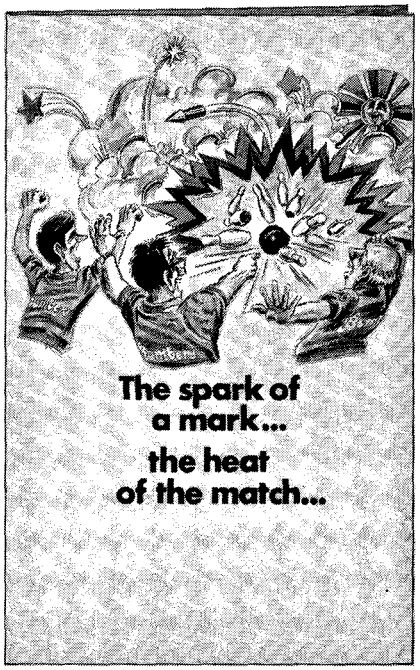
THE NAME O
ORGAN



Poster — 17" x 22"

CIRCLE READER SERVICE CARD NO. 6

THE GAME IS ZATION.



Folder — 3½" x 5½"



Payroll enclosure — 3½" x 7¼"

Announcing new aids for easier-than-ever bowling league organization and promotion!

In the game of employee recreation, whatever the game, success depends first on organization. And with its unique league set-up and playing facilities everywhere, no game is as easily organized . . . . or so widely popular . . . as bowling!

Now a comprehensive new manual and concrete aids made especially for recreation managers make it even easier to promote bowling with:

- Simple step-by step suggestions on how to get rolling
- A world of useful information about league operation
- New posters, literature, payroll enclosures and more — all designed to spark employee enthusiasm and roll up the score for bowling's well-known benefits

If you're still not bowling . . . or want to improve the organization of an existing program . . . be sure to send today for these practical and useful new league-bowling materials for recreation managers.

You'll wonder how you ever managed without them!

NBC National Bowling Council
1666 K Street, N.W., Washington, D.C. 20006

National Bowling Council
1666 K Street, N.W., Washington, D.C. 20006

☐ Please send me your free manual, "How to Organize and Promote Bowling Leagues."

☐ Enclosed $29. Please send a complete kit: Manual, 25 Posters, 500 Payroll Enclosures, 500 Folders, camera-ready art for publication.

Name _____

Title or Department _____

Company _____

Address _____

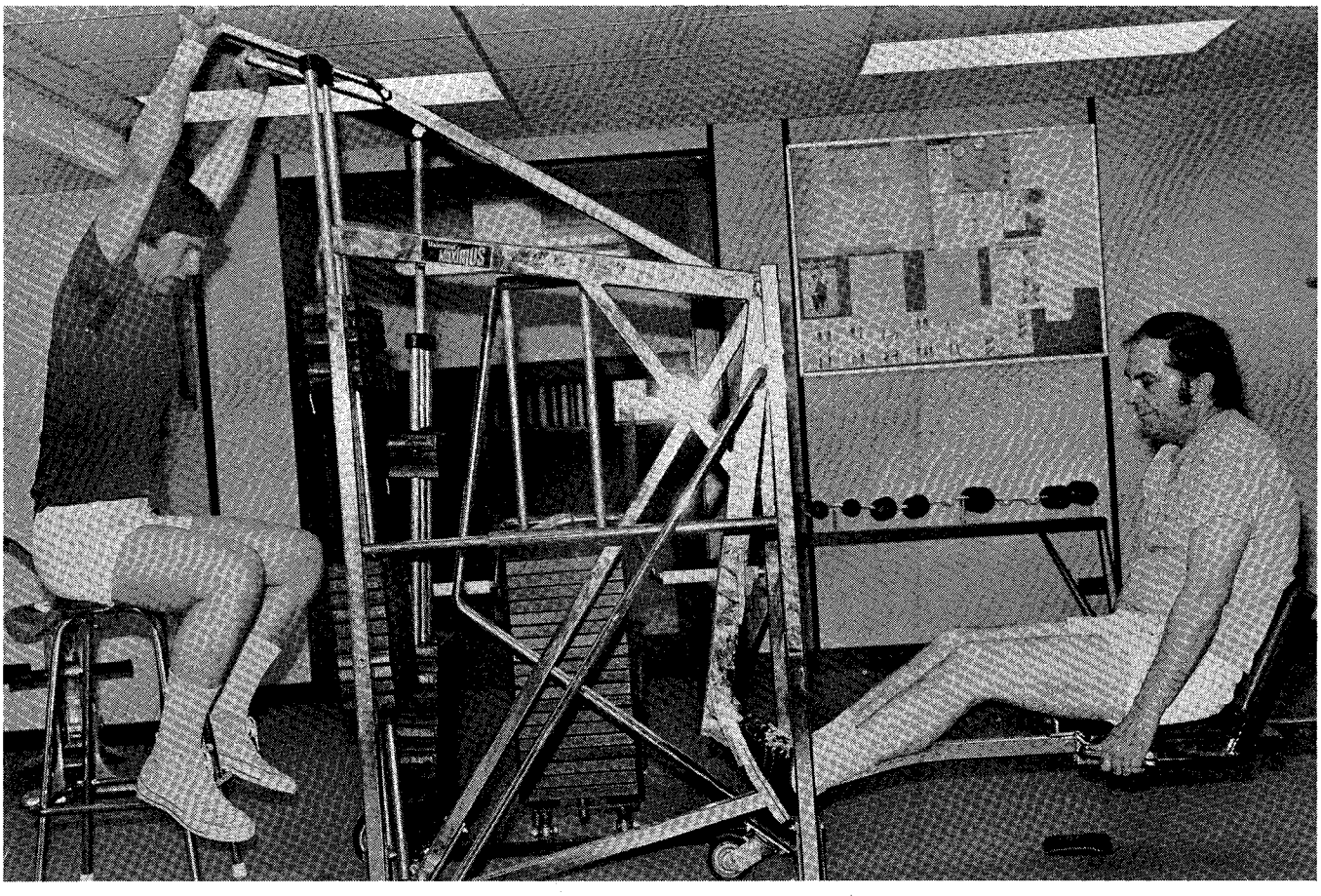
City, State _____ Zip Code _____

CIRCLE READER SERVICE CARD NO. 6

company profile

A full fitness Health Club at Northern Natural Gas

by Jerry Cristina



Modern exercise equipment builds bodies at NNG's Health Club.

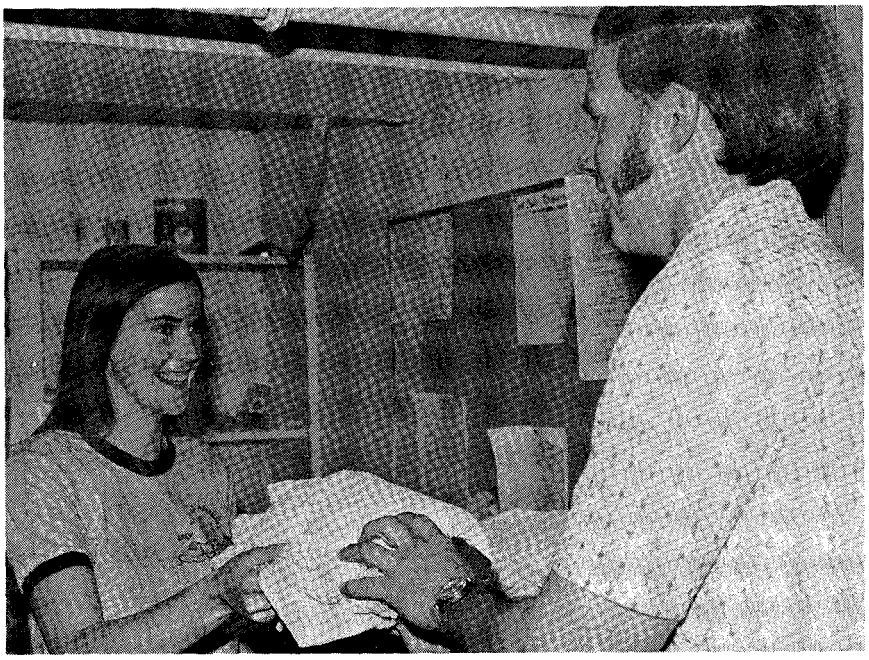
In recent years, the people of this nation have come to realize the importance of physical fitness and its relationship to longer and healthier lives. The Northern Natural Gas Company Health Club shares this concern for physical fitness and seeks to promote it among the employees at its corporate headquarters in Omaha.

Within the work force of 1,500 at Northern's home office, about 50% are members of the Health Club. An average of 150 to 200 people use the facilities each day. The Club is open during the Fall and Winter from 9:00 a.m. to 9:00 p.m. during the week, 9:00 a.m. to 5:00 p.m. or Saturdays, and from 1:00 p.m. to 5:00 p.m. on Sundays. Summer hours are somewhat abbreviated.

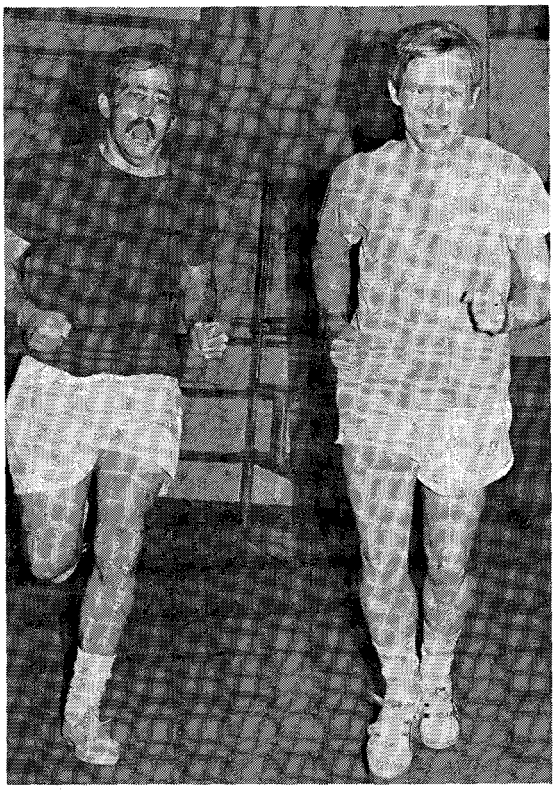
The Health Club was opened in 1969. It is housed near corporate headquarters in the former Downtown Omaha YMCA.

Northern has three full-time and nine part-time employees for the Health Club.

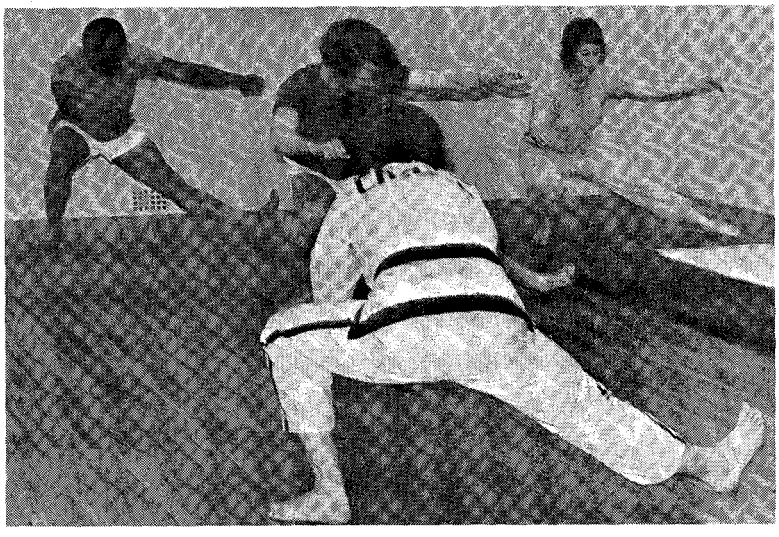
The first of the company's three basic concerns at the Health Club is for promoting and encouraging an awareness of physical preparedness and fitness. A second objective is to provide employees with enjoyable and healthful recreation so that leisure time is spent in a fun-filled, beneficial fashion. The final emphasis of the program is to provide a pleasant social/physical/recreational







Clockwise — Fresh towels are supplied. Fitness activities include basketball, karate, and jogging.



atmosphere for employees' families.

The company's first concern, recognizing the importance of physical fitness, is met by its own stress testing and conditioning programs. Northern has set up a small, yet sophisticated, laboratory equipped to monitor cardiovascular condition, strength, flexibility, endurance, agility, and balance. Health Club staff people use tests to establish a personalized fitness program with periodic re-testing to measure results.

A program recently conducted for women employees used such tests to measure the improvement in fitness due to regular exercise. Blood tests were taken before and after the cardiovascular tests, to check for triglyceride and cholesterol levels. The Club also measured the changes in fat readings with skin calipers before and after the test. The team watched for weight changes during the exercise period and checked the predicted oxygen consumption levels.

The women participating began the program which included riding exercycles three times a week. They started at a lower level of riding time and increased their timed work-outs by four minutes a week until they reached a peak of about 38 minutes of continual exercise.

Continued on following page

Continued from previous page

Northern's treadmill stress testing program is being conducted in cooperation with the University of Nebraska Medical Center. Health Club staff members contacted the Center for help in setting up the program and conducting annual executive physical examinations. All Northern employees have been encouraged to take the stress test for a minimal fee.

The test is conducted on a treadmill which is inclined to various degrees every three minutes during the test. ECG readings are watched closely by the attending physician for any signs of abnormality. The test results so far have shown that regular Health Club members score higher in cardiovascular and pulminary efficiency when compared to non-members. Using the results of the tests, the company has developed for each participant a personalized program to stress his or her weak points. Reviewing each individual's program periodically, Club officials are encouraged by the tenacity demonstrated by the overwhelming majority of participants.

In addition to regular conditioning exercises, Northern's facilities allow the Health Club to sponsor a wide variety of sports programs.

A men's intra-company basketball league recently completed tournament competition after nearly 13 weeks of play. A three-on-three tournament involving some 60 male employees also concluded recently.

Some 144 men and women recently competed in Northern's 16-team mixed volleyball league. The volleyball program began in the fall of the year with ten teams. Response was so great that the league continued through the Winter with an expanded schedule.

Another popular fitness facility at the Health Club is its running track, suspended above and around the gym floor. Both the casual and serious runner have plenty of room to work out.

In Northern's 25-meter swimming pool, lessons are offered throughout the year at all accomplishment levels: Tiny Tots (6 months to 3 years), Tads (3 to 5 years), Beginners, Advanced Beginners, Intermediates, and Swimmers. Classes are also offered in junior and senior lifesaving as well as skin diving and scuba diving.

One of the most successful of Northern's team sports has been the men's and women's bowling leagues, which last Fall and Spring attracted some 400 company people.

For the first time last year, a trap shooting league was formed. Ten teams competed once weekly at a local trap-shooting range.

Outside of the Health Club facilities, Northern sponsors teams in men's and women's industrial volleyball, softball, and basketball.

The most popular centers at the Health Club are the squash and handball/racquetball courts. Two handball/racquetball courts and two squash courts are available on a reserve basis. Throughout the year, tournaments are offered in each of these sports for players at all levels of skill. One of the most popular and competitive activities at the club has been the Sadie Hawkins racquetball tournament. Men and women form doubles teams to compete for trophies and prizes.

The Health Club's exercise room is furnished with an array of up-to-date equipment, ranging from exercycles to weight machines so that members can schedule their own individual work-outs. Some recent additions of equipment include a multi-station gym set, updated bicycle ergometers, a leg and knee rehabilitation and strengthening machine and, for variety, a speed band and heavy bag for boxing.

Periodically, the Health Club offers courses in judo and karate. Interest in karate, most notably, has been on the increase. The classes are taught by Northern employees who have earned the brown and black belts in the art.

Saunas are provided for employees in both men's and women's locker rooms. A whirlpool bath is also available for members' use.

Formal exercise classes, under the direction of the professional staff are conducted at convenient times for Club members. During ten-week sessions in the Spring and Summer, the Club offers tennis lessons, which are taught by professionals at local tennis clubs. Prior to golf season, driving nets are set up on the top level of the Club building for early practice.



No sweat . . . once you are in shape!

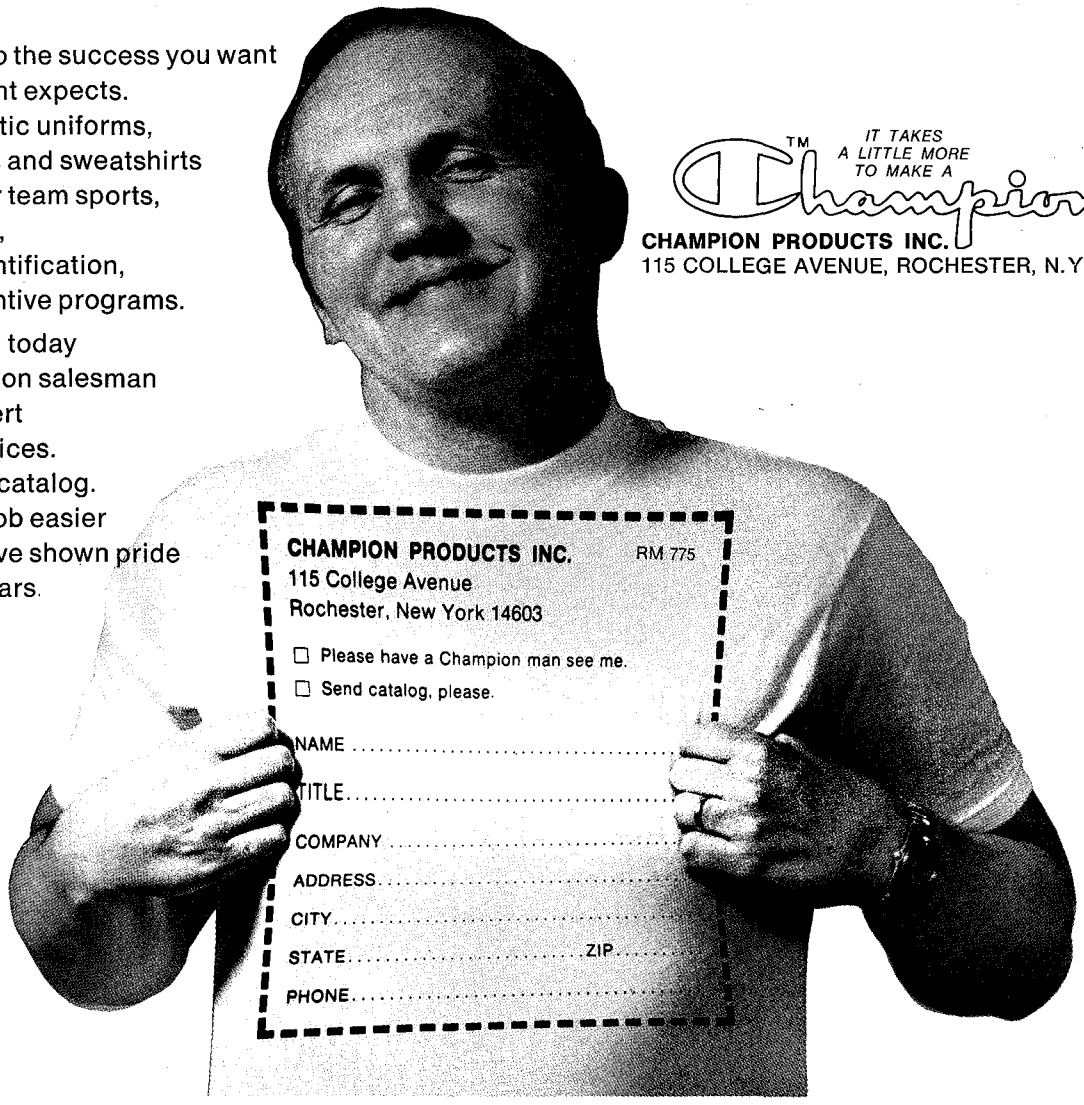
The Health Club also provides opportunities for camping and weekend excursions throughout the local area. Overseas trips, such as the recent Hawaiian holiday, are also offered during the year and provide the crowning touch for the Clubs' programs. □

show your pride on

Champion Performers

Let Champion imprinted casual-wear
boost company pride.
Our quality products
printed with your company name,
logo or design
can be the key to the success you want
and management expects.
Champion athletic uniforms,
T-shirts, jackets and sweatshirts
are available for team sports,
youth programs,
department identification,
and award incentive programs.

Mail the coupon today
for your Champion salesman
. . . he's the expert
on ideas or services.
Or write for our catalog.
We make your job easier
. . . because we've shown pride
in ours for 56 years.



IT TAKES A LITTLE MORE TO MAKE A Champion™

CHAMPION PRODUCTS INC.
115 COLLEGE AVENUE, ROCHESTER, N.Y. 14603

CIRCLE READER SERVICE CARD NO. 7

Developing a well-rounded fitness program

by Bert Knitter
Recreation Programmer
State-USIA Recreation Association

In recent years, the general public has shown increased interest in how individuals can improve their physical fitness and maintain their level of achievement. This interest stems from various sources. Some people simply want to slim down and firm up; others want to keep in shape; still others are motivated by fear as they see fellow employees succumbing to cardiovascular disease. Regardless of what facors cause individuals to become concerned about their physical condition, this potential energy is a positive force and should be channeled to develop the individual in every possible aspect.

The following guidelines can help in the development of a well-balanced combination of facilities and programs in relation to employee physical fitness.

Develop goals, objectives, and a plan of action

Above all else, start with an established goal. Know what you want to accomplish and decide how you are going to do it. Be specific in your definition of terms and proposed objectives. Physical fitness to one person may mean lifting weights; to another it may mean playing tennis. It is difficult to communicate with employees on a meaningful level using broad terminology. If you describe your goals in specific terminology, such as cardiovascular fitness, it will be clear that the program should involve exercise designed to strengthen the heart and improve its efficiency.

Include short-term as well as long-range objectives. While the ultimate goal may be to develop a program that will involve 10,000 employees 5 years from now, design a program that will involve participants immediately in some form of fitness program.

Establish an educational physical fitness program

Use films, guest speakers, demonstrations and any other means at your disposal to inform your employees of the beneficial effects of exercise. Many people think a fitness program begins at the onset of a 1-mile jog. Actually, it starts when the individual determines that exercise is a necessary measure to improve and preserve his or her health. In all likelihood, that first step was taken when the individual read an article on fitness or listened to a friend describing how good it feels to be involved in a daily exercise program.

Plan an educational program that will reach the largest number of employees possible. Schedule it in an auditorium or similar area. Recruit employees or members of the general community who are involved in physical fitness or sports. Ask them to make presentations or give demonstrations. Invite professional athletes to be guest speakers — they are great as drawing cards.

Excellent films and brochures on physical fitness are available from the President's Council on Physical Fitness and Sports, 400 6th St. N.W., Washington, D.C. 20202 (202) 755-7947.

Tailor your program to meet present and future employee needs

Once you have established your goals and have people anxiously waiting to participate, key in on their specific wants and needs. Take a survey approach to find out their specific interests. Encourage firm commitments.

EXAMPLE — Employee Interest Form

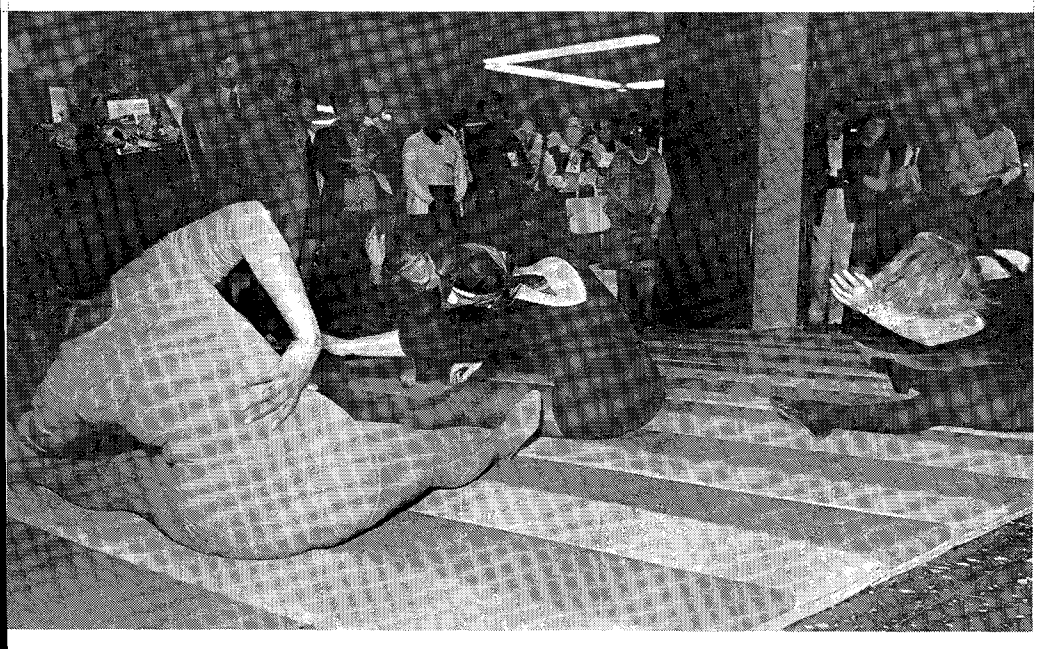
(Check the appropriate response)

1. **Which form of cardiovascular exercise do you prefer?**
   _____Jogging _____cycling _____swimming
   _____other-please specify_____
2. **If an in-house facility were developed where you work, how often would you use it?**
   _____ once a week
   _____ every day
   _____ occasionally
   _____ never
3. **Would you be interested in serving on a working committee dedicated to the promotion and development of employee fitness programs?**
   _____yes* _____no
   * If yes, please make sure to include your name, extension, and address on this questionnaire.

Properly interpreted survey results will help you determine usage and gener interest in a program or facilities. Favorable survey results also serve as a goo selling point to management that a fitness program is in order.



Bulletin boards provide an excellent means of publicizing fitness programs.



Lunch-hour demonstrations heighten employee interest.

Work closely with management, the medical unit and individuals and groups presently involved in fitness programs

Management usually keeps reins on fitness programs, so make every effort to gain top-level support. Your program should conform with company policy. Review program-related insurance coverage, space needs, billing procedures for utilities and areas directly related to the operation of the facility. Contact the health or medical unit. A company doctor can screen employees to ascertain whether they should be involved in a fitness program or may even refer people to the program. Consult with the medical unit about procedures to follow in terms of an admittance physical, emergency situations and special programs, such as stress testing or coronary rehabilitation.

Develop a strong activity program

There is a symbiotic relationship between activities and facilities. While fitness activities require space, an absence of facilities is no excuse for an absence of activities.

Utilize outdoor areas, conference rooms, auditoriums and any other suitable space. If no changing or shower facilities are available, bathrooms will serve. Programs can be developed that involve many participants but require few facilities.

Develop classes and organized activities as soon as possible. They draw and hold as much as 50-80% more participants than informal or

Continued on following page

Continued from previous page

loosely organized activities. A strong activities program gives you leverage when asking for a facility. And a ready market is being generated for your services.

Programs that call for little or no space include:

-Bicycle commuting — provide route maps, bicycle racks and a small facility in which participants can change their clothing.

-Jogging — setting up a measured distance course on company grounds (e.g. twice around the parking lot equals 1 mile). Hold monthly jog-ins.

Add a professional touch to these activities by supplementing them with incentives such as distance charts and an awards program. The President's Council has an excellent awards program from which the qualifying participant receives a pin, a cloth emblem and a certificate of accomplishment signed by the President. Working with avid supporters of fitness programs is good policy. These people already have incorporated a daily fitness program into their lives and are good examples to others who have not yet been completely convinced of the merits of a fitness program. They are a good source of ideas. Those with special skills can be used.

Determine facility needs of your participants

Working with a study group from management, the medical unit, and various physical fitness interest groups, determine what type of facility will best suit current and future participants. Take into consideration available space and projected or actual revenue available to construct and maintain the facility. Take a look at other fitness facilities in your area. Get a head start and ask other fitness program coordinators or managers what they would do differently if they could start all over again. See what the community has to offer. It may be more economical to arrange use of the local pool than to build, staff and maintain your own. Some communities may be willing to trade off facilities. Employees benefit, money is saved and participation is increased. If the community has little or no program of its own, ask town leaders to work on a joint program.

Incorporate a usage schedule in developing your master plan

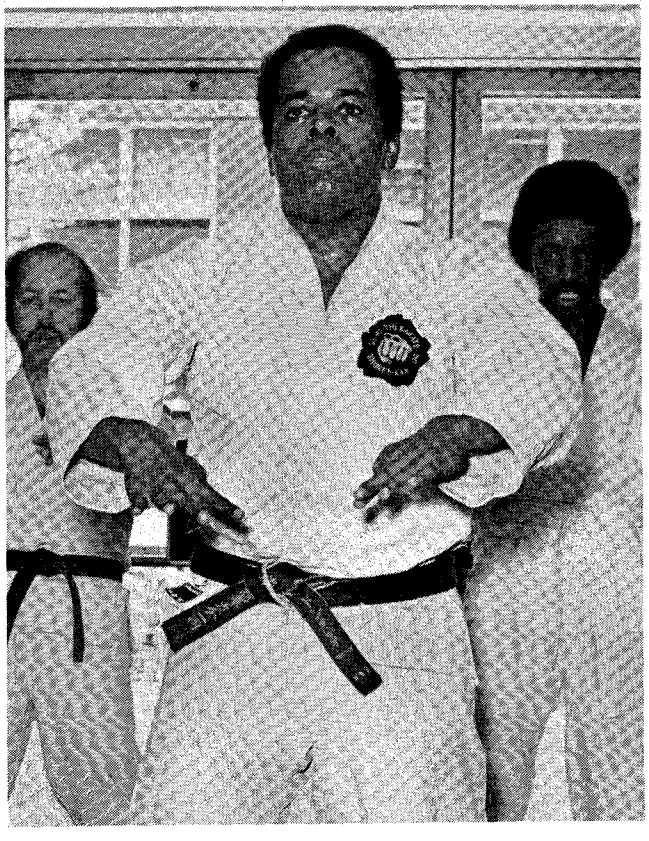
Determine if the facility will be co-educational. If not, there are two choices — separate facilities for males and females or maintain one facility be used by men and women on alternate days. The most practical facility is one with segregated lockers and integrated exercise rooms, gymnasiums, pools, and other activities. This approach also adds to the social aspect of the program and provides for maximum space utilization.

Determine how the facility will be financed

There are many means of financing a facility. The company may absorb all costs related to developing and maintaining the facility and leave the management and programming to the recreation professional. Conversely, it may simply provide the space with no development or conversion costs. Another common approach is fund matching, whereby the company will match funds provided by the recreation association. Charging a usage fee is a good way to keep up with continuing expenses, but will not generate adequate funds for initial facility development.

Develop a staffing pattern

Financial resources and the type of facility and program you plan to develop will dictate your staffing needs. Many factors must be considered. The amount of money available for payroll costs is probably the prime consideration. While your needs will vary considerably, common positions would include a locker room attendant, fitness specialist, program coordinator, medical technician, sports coordinator and general administrator.



Martial arts are a popular new area o physical fitness.

Work with professionals

Professional architects should be consulted to help lay out and design the basic facility. Supplement their knowledge with information from recreation experts regarding the type and amount of equipment you plan to purchase. Plan ahead and include easy-to-clean, durable materials. A carpeted area may sound like a luxury but it actually can be cheaper in the long run. The facility should be as maintainance-free as possible.

Study high traffic areas such as shower rooms and entrance ways. Work out an entrance system to control admittance, whether it be a buzzer door, self-locking door or a receptionist. Work with the local YMCA or similar agency to formulate a plan for locker assignments, dues collection, turn-over procedures for expired members and so on.

Use care in selecting fitness equipment

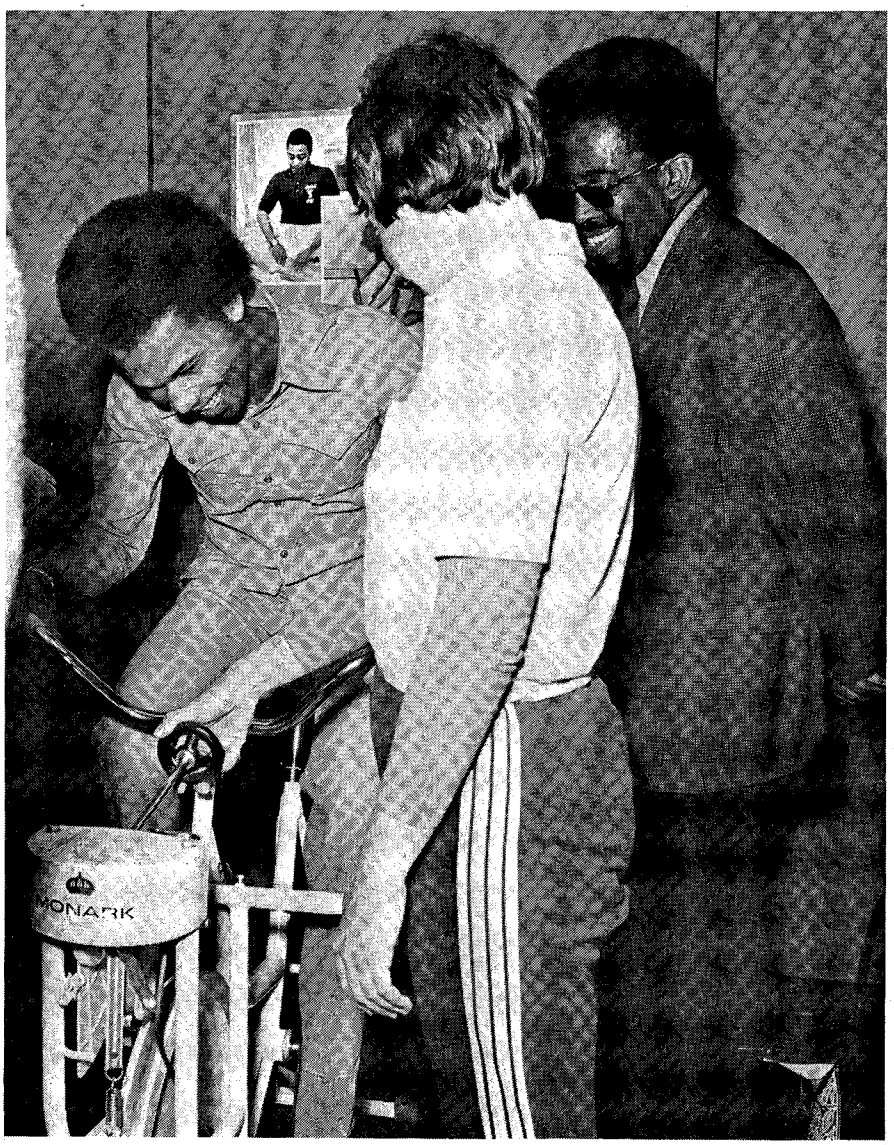
While some items are directly related to the program, use good planning so as not to over or under equip your facility. In general, a universal type gym and a brand name, high quality stationary bicycle should be included in your master plan if at all possible. As a rule of thumb, it is better to purchase a well-known medium to high priced brand than to take a chance on a less expensive but unknown product. Participants tend to treat institutional equipment with little or no respect and its life expectency is short at best. So when inquiring about equipment you plan to purchase, ask about maintenance agreements, the availability of replacement parts, and guarantees. Remember that those utilizing the facility on a regular basis will judge your efficiency by the condition of equipment. The best training apparatus in the world is completely useless if it is broken.

Keep your program and facility viable

Up-grade and improve programs on a regular basis to keep your initial participants and attract new ones. Keep management informed of your program and your needs. Remember, management wants a return on any investment, however, limited, it makes. Develop a participant advisory council to help you resolve problems and complaints. Evaluate your program frequently to determine its effectiveness.

The job of developing a well-balanced combination of in-house fitness facilities and programs is not an easy one but rewards are great. It is one of the few program areas in which you can make permanent, beneficial changes in the lives of the participants. The result is better health, higher morale and improved productivity. □

Bert Knitter is in charge of all the recreational activities for the 20,000 members of the State-USIA Recreation Association. He is active in the area of employee fitness programs and, under his direction, the DSRA received last year's NIRA's Certificate of Excellence for fitness programs. In addition to his duties with State, Bert founded an inter-agency jogging group which sponsors activities each month. He has also worked with the President's Council on Physical Fitness and Sports in sponsoring the first employee fitness day, "A Better Life Through Exercise," in the Washington, D.C. area. He is currently serving on an inter-agency facility study group working to establish fitness programs in all the government agencies in the D.C. area.



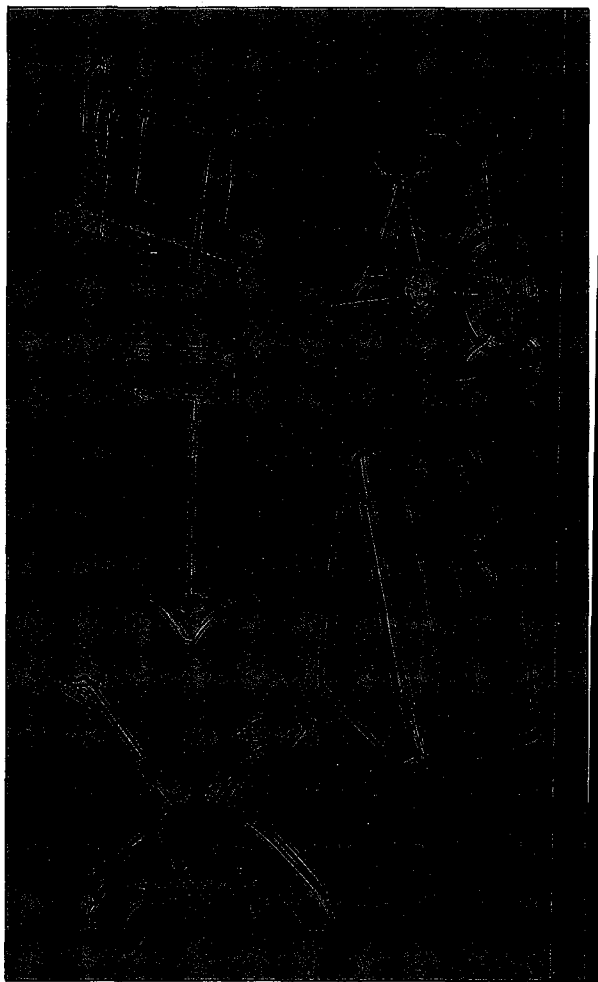
The exercyle is healthful . . . and fun.

BATTLE CREEK
IS
physical fitness

Send for our 1975 catalog today.

Battle Creek Equipment Company has been in business for more than 90 years, and originated much of the physical fitness equipment in use today. Our efforts to develop and innovate designs have made us a leader in the field, and we have established a reputation for efficient, dependable products. We are experts in the field, and can help you set up a physical fitness program for your company for a minimal outlay of money.





Battle Creek Equipment Company
307 W. Jackson St., Dept. 36G
Battle Creek, MI 49016

Please send me the 1975 Battle Creek Equipment Co. catalog.

Name _____

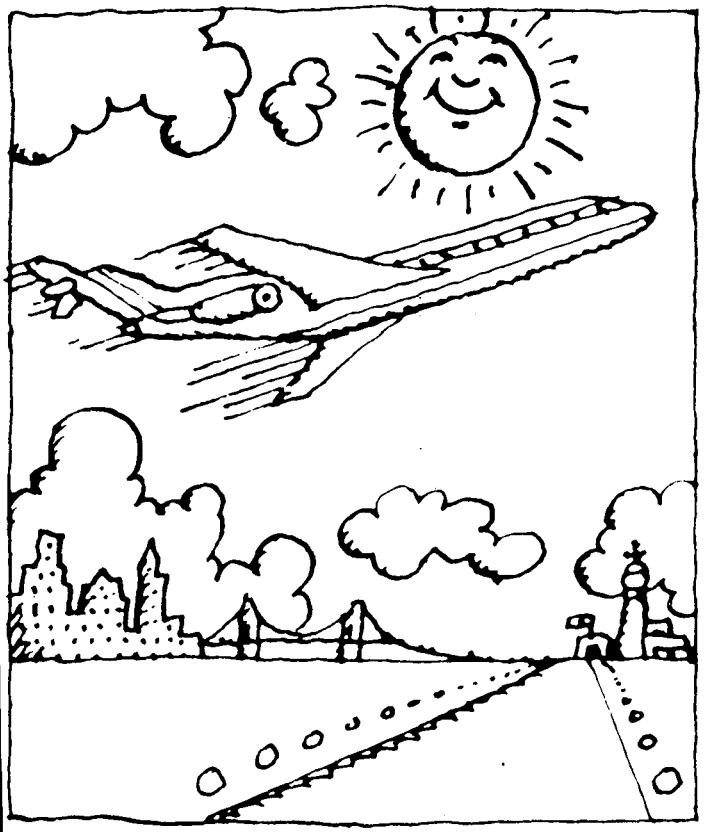
Company _____

Address _____

City _____ State _____ Zip _____

CIRCLE READER SERVICE CARD NO. 8

EASTERN ANNOUNCES ROUND-THE-CLOCK WHISPERJET® CHARTER SERVICE.





Now you can charter an Eastern Whisperjet by day and night.

You can take Eastern's Daytime Charters (5am-10pm) from most northern cities to some of the world's great vacation spots. Places like the Caribbean Vacation Islands, Mexico, Bermuda, the Bahamas and sunny Florida.

Or take Eastern's Nighttime Charters (10pm-5am) to destinations up to 1,200 miles from where you live. For most parts of the country that includes historic Atlanta, New Orleans, Montreal and sunny Florida.

You get the same kind of comfort and service you've come to expect on regular Eastern flights. You'll fly 727 Whisperjets with spacious, redesigned interiors. They'll each hold 132 people, with more leg room, more head room and more seat room.

And when you charter Eastern, you have the support of the entire Eastern system. That means Eastern people will be serving you from the time you leave till the time you get back.

You save a lot of money, too. Up to 35% off normal daycoach fares. Members of any association, school, club, fraternal organization, business or other formally constituted group are eligible.

Of course, there are conditions applicable to charter travel which must be reviewed by the charterer and Eastern Airlines in order to insure full compliance with C.A.B. regulations.

But if you've got 132 people or more, you gotta believe we've got 727s to get them where they want to go when they want to go there. Call your local Eastern sales office or call the travel specialist, your travel agent. Or mail us the coupon below for more information.

CRM-1

EASTERN

THE WINGS OF MAN

Bill Delahanty, National Manager, Group and Convention Sales
Eastern Air Lines, Inc., Miami International Airport
Miami, Florida 33148

Yes, I would like more information on Eastern's Charters.

NAME

ADDRESS

CITY STATE ZIP

AREA CODE PHONE

"THE WINGS OF MAN" IS A REGISTERED SERVICE MARK OF EASTERN AIR LINES, INC.

CIRCLE READER SERVICE CARD NO. 9



SAVE Up To 25% Discount For Your Employees!

Write for details on our attractive "Inflation Fighter" merchandise discount programs, one of which includes a Lifetime Service Warranty, (unprecedented in the biking industry).

Virtually every employee and his family can ride a bike. This insures acceptance of this unparalleled offer and can lead to increased popularity of your recreation program.

Biking is healthful, energy saving, good for the ecology, and best of all fun! Miyata provides free assistance and literature for bike club development.

Imported by: TOYODA AMERICA, INC.
5520 W. Touhy Ave., Skokie, Illinois 60076 TEL:(312) 677-3650

MIYATA

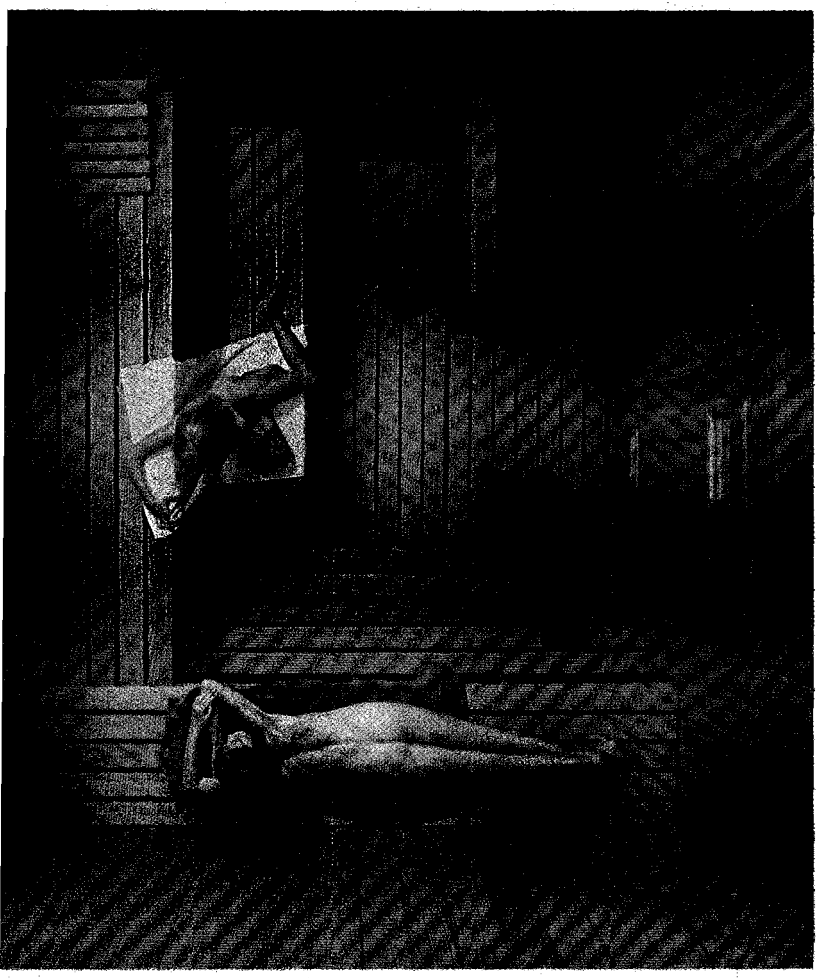
CIRCLE READER SERVICE CARD NO. 10

HELO

finest finnish craftmanship,
contemporary design and
quality materials for
the ultimate in sauna
enjoyment



RP AND RR MODELS.



AUTHENTIC FINNISH HELO SAUNA

The Finns discovered the S 2000 years ago... and it shows i Finns of today. Not just in their all looks, but in their outlook o as well. There is a quiet stre housed in sleek, beautiful bodi

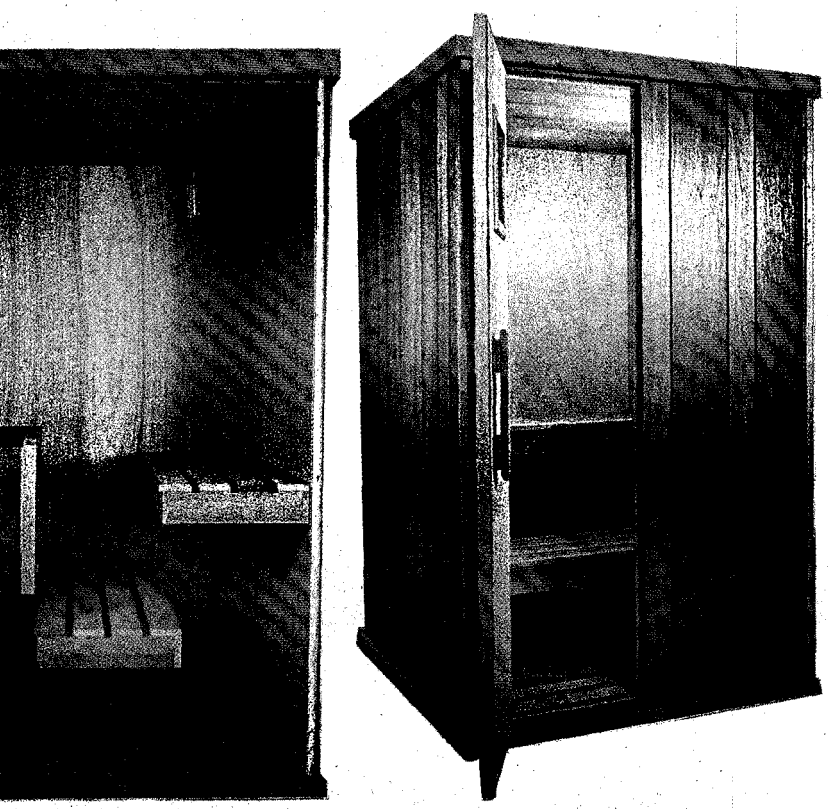
Now you can "sauna" into shape. Relax physically and m ally in an authentic Finnish H SAUNA.

WHY SPECIFY HELO?

HELO has been manufacturing nas since 1919. We are the lea in the United States... offering widest range of rooms and hea available. Luxurious, fully insul sauna rooms for basement, a garage, motel/hotel, health spa... even closets. If we do not h one to meet your needs, we'll cus build conforming to your spe cations... and budget!

Every sauna room comes comp with the time tested, reliable H "Konno" rock sauna heater thermostatic control. HELO is largest selling sauna heater in world... over 1 million have b installed since 1919 and with g reason...

SMALL SPACE "ECONOMY" MODELS
LM MODELS

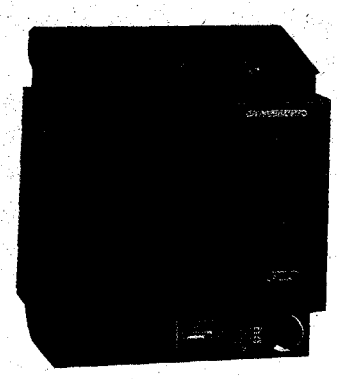


- The widest range of heater s to fit both large and small room
- All heaters U.L. listed and roved. 5 year warranty.
- Space saving wall mount hea for small and medium size roon
- Rugged floor standing units heavy duty, commercial use ir largest of rooms.
- 110 Volt (regular house curr units... economical, highly cient for small home installati
- Fully automatic thermostatic trol panels.
- Largest rock capacity of any s heater... for even heat...
- Finnish Igneous rocks, sh proof.
- Easy to install.
- Beautiful baked enamel finish
- Built-in controls in Minette Mini models available — sav in installation costs!

FINE FINNISH CRAFTSMANSHIP 13.17/He.

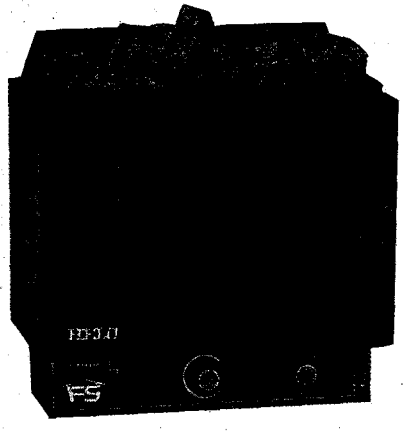
SINCE 1919

HELO heaters are U.L. listed, all heaters come complete with Igneous "Konno" rocks. Remote thermostatic control panels are furnished with Super and Deluxe Models. Mini heaters have a built-in thermostatic control and a remote timer. Mini models with built-in timers also available. Minette controls are built-in and easily accessible.



MINETTE
50 LBS. Rocks included.

SIZE
16" W
8" D
17" H

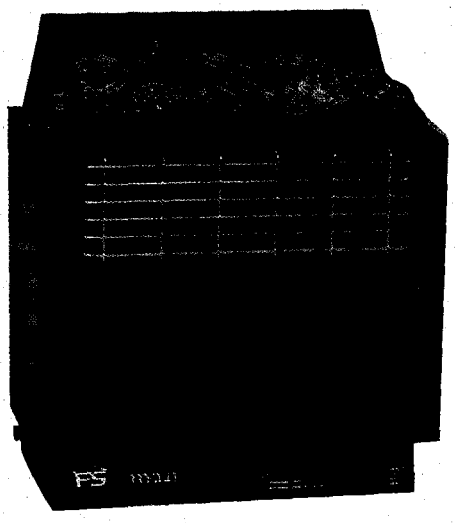


MINI SERIES
70 LBS. Rocks included.

SIZE
17" W
12" D
18" H

MODEL	WATTS	VOLTS	PHASE	AMPS	APPROX. B.T.U.s	ROOM CU.ft
		WALL MOUNT MODELS				
Minette	2.2 KW	120	1	20	6,000	140
Minette	2.2 KW	120	1	20	6,000	140
Mini 30*	3.0 KW	240	1	15	10,000	170
Mini 45*	4.5 KW	240	1	20	15,000	250
Mini 60*	6.0 KW	240	1	30	20,000	310
Super 50	4.8 KW	208 or 240	1	25	16,000	260
Super 60	6.0 KW	208 or 240	1	30	20,000	310
Super 70	7.95 KW	208 or 240	1	36	24,000	360
Super 90	8.9 KW	208 or 240	1 or 3	40**	28,000	460
		FLOOR STANDING MODELS				
Deluxe 10	10.7 KW	208 or 240	1 or 3	36**	34,000	1600
Deluxe 12	12.5 KW	208 or 240	1 or 3	48**	42,600	1760
Deluxe 14	14.3 KW	208 or 240	1 or 3	56**	47,000	2080
Deluxe 20***	20.0 KW	220	3	54	68,400	1200
Deluxe 25***	25.0 KW	220	3	65	88,000	1760

* Has built-in thermostatic control and timer on heater.
Also avaible with remote S-4 controls.
** Amperage shown at 240 Volts
*** Not. U.L. Listed

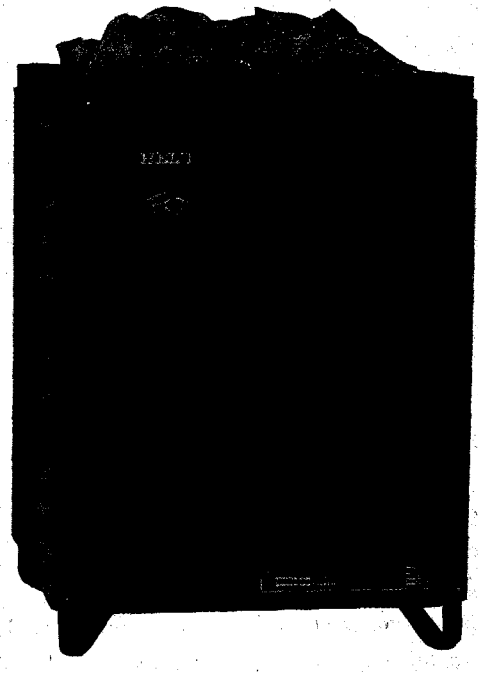


SUPER SERIES
Appr. 100 Lbs. Rocks included

SIZE
20" W
15" D
24" H

DELUXE SERIES
Appr. 150 Lbs.
Rocks included.

SIZE
20" W
20" D
27" H

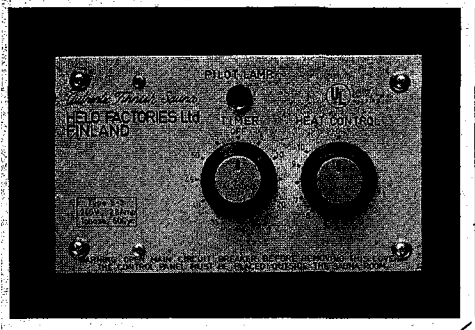


Please always specify model, wattage, voltage and phase.

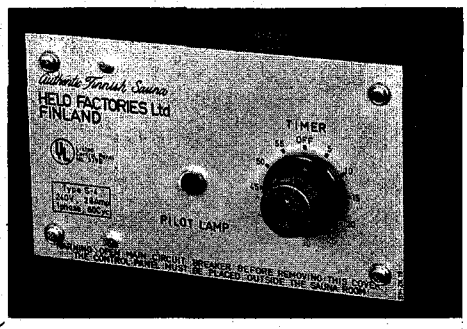
HELO

SINCE 1919

HEATER CONTROLS AND ASSEMBLY INSTRUCTIONS

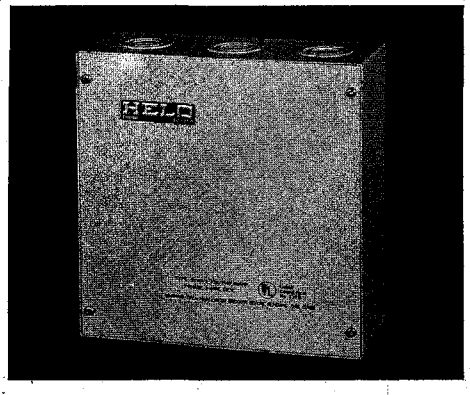


S-3



S-4

model	size	weight
S-3	8" x 4½" x 2½"	appr. 2 lbs
S-4	8" x 4½" x 2½"	appr. 1 lb
S-5, S-5A	9" x 9" x 3¾"	appr. 3 lbs
S-6, S-6A	10" x 10" x 3¾"	appr. 4 lbs
S-7A	9" x 9" x 3¾"	appr. 3 lbs
S-8, S-8A	10" x 10" x 3¾"	appr. 4 lbs



S-5, S-5A, S-6, S-6A
S-7A, S-8 and S-8A.

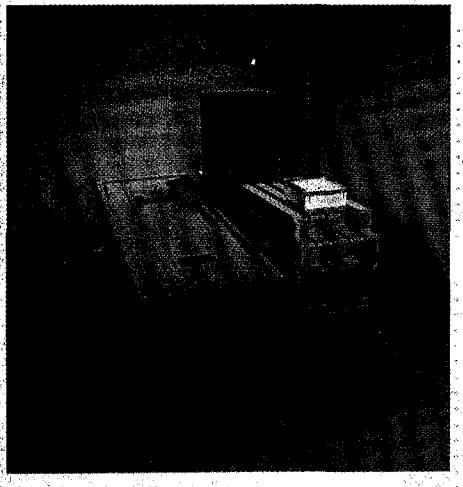
HELO sauna controls

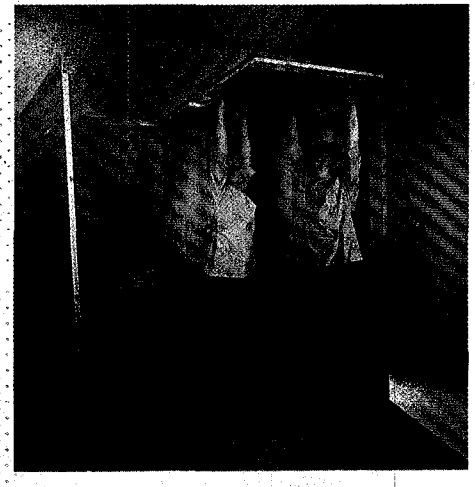
The HELO thermostatic controls are precisely engineered and carefully designed to compliment the HELO sauna heaters. They are efficient, functional and attractive. All are UL listed. The HELO Control eliminates the need for costly electrical wiring... all are completely pre-wired. Easy-to-follow wiring diagrams are provided.

The S-3 control has a built-in 60 min. timer. The S-3 control panel shall be used with the separate HELO relay boxes as follows:

Voltage	Control panel	Relay box	Max. Amp	Phase	Max. Wattage
240	S-3	S-5	30	1	7200
240	S-3	S-5A	20	3	7200
240	S-3	S-6	60	1	14500
240	S-3	S-6A	40	3	14500
208	S-3	S-7A	20	3	7200
208	S-3	S-8	60	1	14500
208	S-3	S-8A	40	3	14500

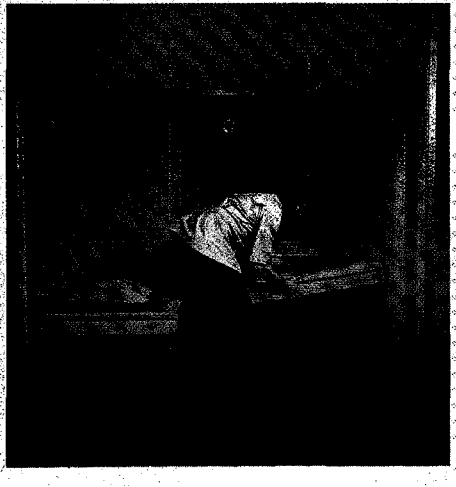
The S-4 control panel may be used as an option for the built-in controls in the Minette and Mini heaters.

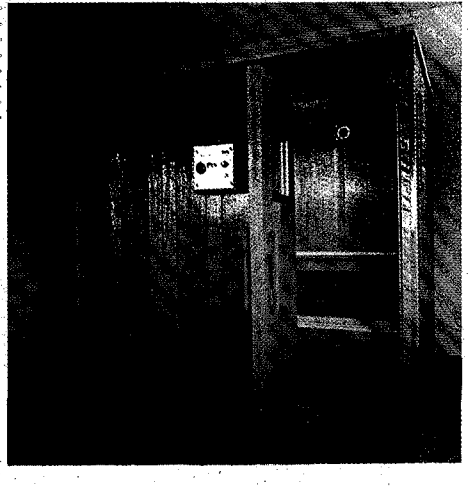




HELO sauna rooms... easy to assemble

Delivery and installation service is available in certain areas. For the bulk of the country, complete sauna rooms are shipped knocked-down, in modular units, with easy-to-follow assembly instructions which enable any carpenter, handyman or "do it yourselfer" to assemble a complete sauna.





YOUR HELO SAUNA ROOM IS A COMPLETE "FREE-STANDING" ROOM!

HELO sauna rooms are available in a wide range of standard sizes. Custom built rooms can be built to meet any requirement. See page 6 for complete details.

Free sauna room building plans are available.

AUTHENTIC FINNISH SAUNA—PRIDE OF FINLAND FOR 2000 YEARS. A FEW TIPS ON HOW IT IS DONE BY THE FINNS.

WHERE TO PLACE A SAUNA?

In commercial installations it is essential that the Sauna Room be close to shower areas. In a home it can be placed almost anywhere.

HOW LARGE SHOULD A SAUNA BE?

The principal determining factors in choosing the size are... (1) The number of people using the Sauna Room and (2) the space that is available. Generally, you should allow 2 Feet of bench space for each person on the upper bench.

HOW HIGH SHOULD A SAUNA BE?

For economy of operation and to ensure "Even Heating", a Sauna Room should not exceed 7'0" in height. HELO pre-built Sauna Rooms are 7'0" High. LM and RP-1 to RP-4 Rooms are 6'6" High. Custom-built units available.

SHOULD A SAUNA HAVE WINDOWS?

HELO Sauna Rooms include a Visibility Window in the door.

CAN A SAUNA HAVE AN ELECTRICAL RECEPTABLE?

UL requirements preclude the installation of an electrical receptacle inside a Sauna.

DOES A SAUNA ROOM REQUIRE PLUMBING?

No plumbing of any kind is required, although in a commercial installation a drain may be included for easy cleaning. You may pour water on the rocks to create "Loyly" — the invisible dry steam that relaxes you best.

SHOULD A SAUNA ROOM HAVE A WOOD FLOOR?

A commercial sauna room should not have a wooden floor. Sweat begins to be absorbed by the wood, making cleaning difficult. HELO sauna rooms can be placed over virtually any surface.

CAN ANYONE TAKE A SAUNA BATH?

"Elderly persons or those suffering from heart disease or high blood pressure should consult a physician before taking a sauna bath."

WHAT WOOD IS BEST FOR A SAUNA?

Many woods exposed to high heat develop substantial surface termperatures, making them uncomfortable to the touch. REDWOOD has unique properties which insure comfortable surface temperatures in the Sauna Room.

WHAT ABOUT THE SAUNA DOOR?

ALL SAUNA DOORS MUST OPEN OUT! Handles should be made of wood.

WHAT ABOUT THE HEATER LOCATION?

Since heat rises, the heater should be placed as low as possible to provide the maximum heat circulation. A guard rail is provided with HELO sauna rooms to prevent anyone from brushing against the sauna heater.

CAN SAUNA SURFACES BE DECORATED?

The exterior of a sauna room may be painted or decorated in any way you wish although most people prefer the natural beauty of the fine woods used in HELO sauna rooms. INTERIOR SURFACES SHOULD NOT BE TREATED IN ANY WAY. Stains or paints tend to emit toxic fumes under high temperature conditions.

HOW IS A SAUNA CLEANED?

Occupants should sit on towels to achieve maximum comfort and to minimize the absorption of sweat by the wood. Simply clean the benches with a damp sponge periodically. Ductboard can be removed for cleaning.

SPECIFICATIONS FOR HELO SAUNA ROOMS

TYPE CONSTRUCTION — HELO RR

Exterior — Exposed exterior walls of 1" dressed to 3/4" custom milled vertical grain heart Redwood, Tongue and Groove.

Interior — Walls and ceiling of 1" dressed to 3/4" custom milled vertical grain all heart Redwood. Kiln dried to an average content of 12% or less. The thermal conductivity (K Factor) shall be a maximun of.75 BTU/H-In-SqFt°Fahr, across the grain. Tongue and groove.

TYPE CONSTRUCTION — HELO RP

Exterior — Exposed exterior walls of 3/16" Luan Mahogany Plywood, pre-finished.
Interior — Walls and ceiling same as type RR.

EXTERIOR CEILING — HELO RR & RP

1/2" Homosote on top of Fiberglass Aluminum foil vapor insulation.

TYPE CONSTRUCTION — HELO LM

Type LM rooms have Luan Mahogany Plywood interiors and exteriors. Floor and ceiling are redwood. Doors are Luan Mahogany Plywood inside and out.

STOVE

Please see page 3.

INSULATION

3" Thick fiberglass batts with a hi-gloss aluminum foil vapor barrier.

CONTROLS

Please see page 4.

WALL THICKNESS

Helo "RR" — 2½"
Helo "RP" — 2"
Helo "LM" — 1½"

CEILING THICKNESS

All Helo Models — 2"

BENCHES AND GUARD RAIL

Redwood guard rail around sauna heater. Benches provided on wall supports and legs. Benches of vertical grain heart redwood, provided with 1/2" spacing between boards and placed according to approved layout.

LIGHTING AND ELECTRICAL

An insulated U.L. listed lighting fixture and switch provided. All wiring shall comply with local and state ordinances. Electrical units are completely pre-wired within walls. All electrical hook-up to power supply to be done by a licensed electrician.

AIR CIRCULATION

Special adjustable vents in door provide free air flow. No forced air system is provided nor is it recommended.

FLOOR

No wood floor is required when existing floor is of Cement, Ceramic Tile, Vinyl Asbestos Tile, Vinyl, Ceramic, etc. Removable ductboard floor provided in walking areas in front of benches.
We do not recommend carpeting as it will smell badly after a while.

DOOR

Special design, hand crafted, triple-thick, redwood door provided. Normal size is 6'2" High x 2'0" Wide x 2¼" Thick with double glazed window. Door is pre-hung. Self-closing spring hinges provided.

WARRANTY

All HELO sauna room components including electrical, excluding heater, are fully warranted for 1 year. Heaters are warranted against defects in material for 5 years. Helo Factories Limited reserves the right to change specifications and design without notice. Since 1919 HELO Distributors are conveniently located throughout the United States.

HELO STANDARD SIZE SAUNA ROOMS

MODEL NO.	ROOM SIZE	SIZE HEATER
RP-5	4 x 6 x 7'	Super 4.5 KW
*RP-5H**	4 x 6 x 7'	Mini 4.5 KW
RP-6	5 x 6 x 7'	Super 6.0 KW
*RP-6H**	5 x 6 x 7'	Mini 6.0 KW
RP-7	5 x 7 x 7'	Super 7.15 KW
*RP-7H**	5 x 7 x 7'	Mini 6.0 KW
RP-8	5 x 8 x 7'	Super 7.15 KW
*RP-8H**	5 x 8 x 7'	Mini 6.0 KW
RP-9	6 x 6 x 7'	Super 7.15 KW
*RP-9H**	6 x 6 x 7'	Mini 6.0 KW
RP-10	6 x 7 x 7'	Super 7.15 KW
*RP-10H**	6 x 7 x 7'	Mini 6.0 KW
RP-11	6 x 8 x 7'	Super 8.9 KW
RP-12	6 x 9 x 7'	Super 8.9 KW
RP-13	7 x 7 x 7'	Super 8.9 KW

MODEL NO.	ROOM SIZE	SIZE HEATER
RP-14	7 x 8 x 7'	Super 8.9 KW
RP-15	7 x 9 x 7'	Deluxe 10.7 KW
RP-16	7 x 10 x 7'	Deluxe 10.7 KW
RP-17	8 x 8 x 7'	Deluxe 10.7 KW
RP-18	8 x 9 x 7'	Deluxe 12.5 KW
RP-19	8 x 10 x 7'	Deluxe 12.5 KW
RP-20	8 x 11 x 7'	Deluxe 14.3 KW
RP-21	8 x 12 x 7'	Deluxe 14.3 KW
RP-22	9 x 9 x 7'	Deluxe 14.3 KW
RP-23	9 x 10 x 7'	Deluxe 14.3 KW
RP-24	9 x 11 x 7'	Deluxe 14.3 KW
RP-25	9 x 12 x 7'	Deluxe 14.3 KW
RP-26	10 x 10 x 7'	Deluxe 14.3 KW
RP-27	10 x 11 x 7'	Deluxe 14.3 KW
RP-28	10 x 12 x 7'	Deluxe 14.3 KW

Every sauna room is shipped complete with appropriate HELO heater, Controls, rocks, thermometer, room light&switch, redwood benches and ductboards in front of benches.

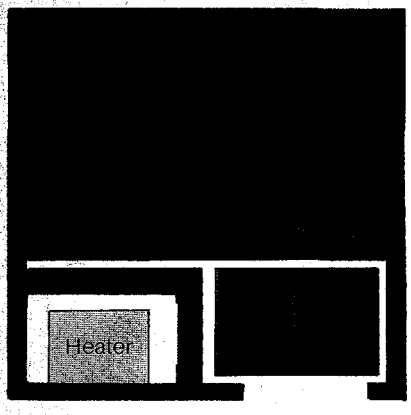
Note: "RP" models listed above. "RR" models with redwood interiors and exteriors also available. Change model No. to read "RR". Available in all sizes shown above as well as custom size rooms.

LM – SMALL SPACE ECONOMY ROOMS		
MODEL NO.	ROOM SIZE	SIZE HEATER
LM-1	3'x4'x6'6"	2.2 KW
LM-2	4'x4'x6'6"	2.2 KW
LM-3	3'x5'x6'6"	2.2 KW

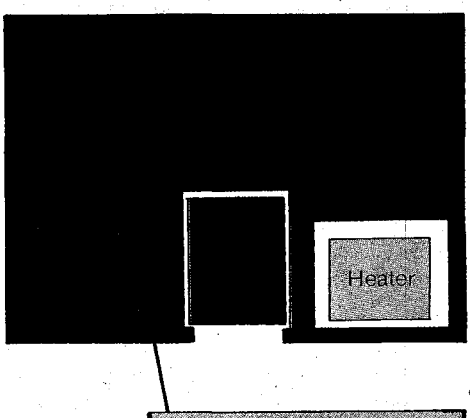
RP – SMALL SPACE DELUXE ROOMS		
MODEL NO.	ROOM SIZE	SIZE HEATER
RP-1	3'x4'x6'6"	2.2 KW
RP-2	4'x4'x6'6"	2.2 KW
RP-3	3'x5'x6'6"	2.2 KW
RP-4	4'x6'x6'6"	Mini 3.0 KW*

"RP" Small Space Deluxe, and "LM" Small Space **economy sauna rooms** come complete with the same equipment as the Standard RP and RR rooms.

TYPICAL LAYOUTS – STANDARD ROOM SIZES

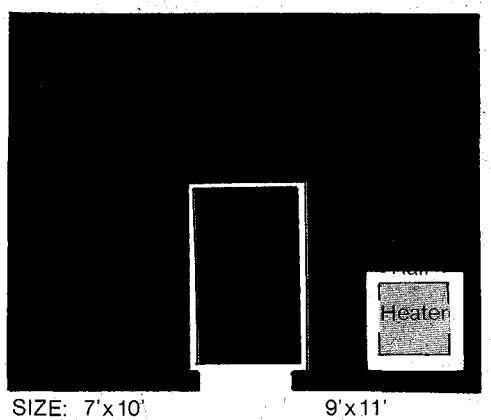


SIZE:
3'x4'
3'x5'
4'x4'
4'x6'
5'x6'
6'x6'

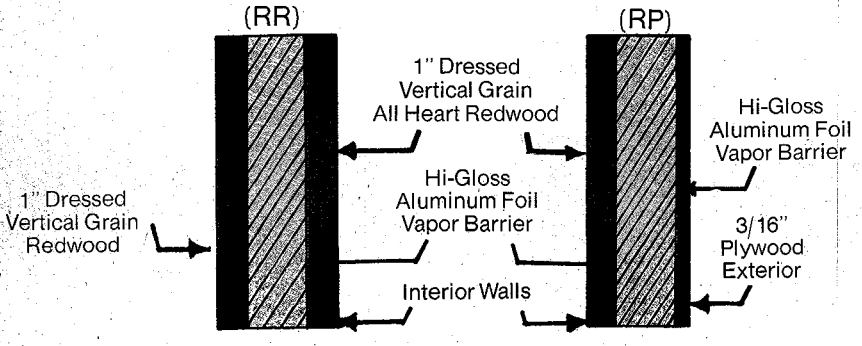


SIZES:
5'x7'
6'x7'
7'x7'

Lower bench in this area on 5'x8', 6'x9', 7'x8', 7'x9', 8'x8', 8'x9' and 9'x9' only



SIZE:
7'x10'
8'x10'
8'x11'
8'x12'
9'x10'
9'x11'
9'x12'
10'x10'
10'x11'
10'x12'



HELO SAUNA ROOMS – MODULAR UNIT DESIGN

RR sauna rooms: Redwood interiors and Exteriors.
RP sauna rooms: Redwood interiors and Luan Mahogany plywood Exteriors.
See page 5 for detailed specifications.

HELO LEADS THE FIELD... SINCE 1919

Over 1,000,000 HELO sauna heaters have been installed around the world. Whenever Professionals want the best in sauna heaters, sauna rooms and sauna accessories they **specify HELO...** the finest in sauna from Finland.

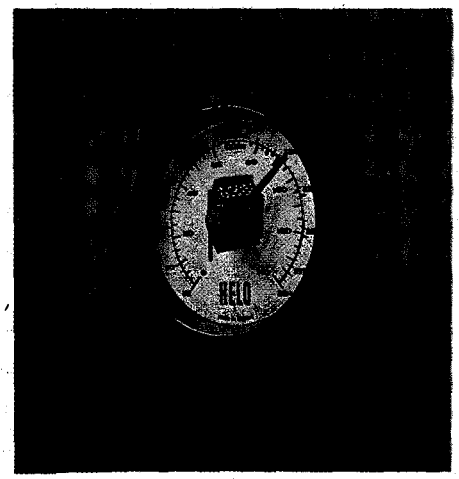
HELO sauna heaters and sauna rooms are used in U.S. Government installations both in the United States and abroad.

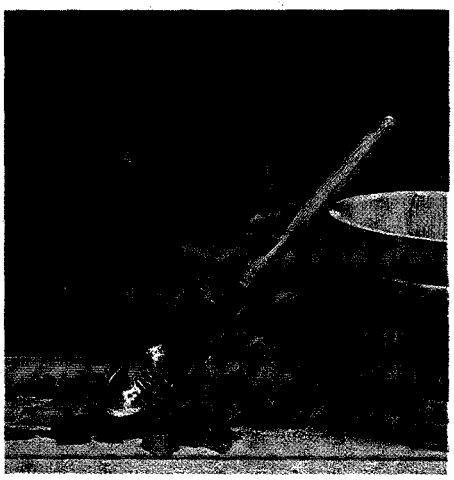
For years, HELO sauna heaters have been used by the YMCA's because they more than meet their rigid performance and dependability requirements.

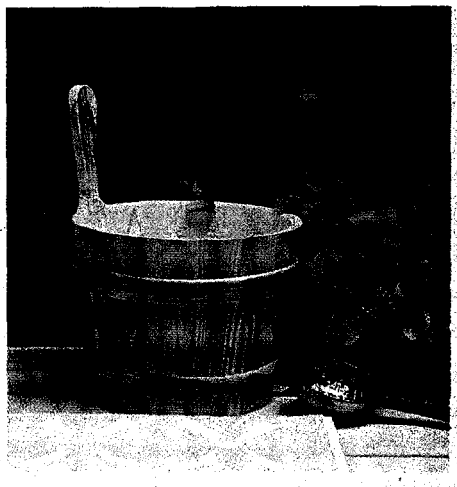
Satisfied customers are our best testimonial. Complete reference list available at your request.

Health clubs, spas, recreational facilities, hotels and motels, condominiums and apartment complexes, tennis clubs, industrial organizations, country clubs, schools, colleges and universities and thousands of private individuals all have chosen HELO sauna equipment over all others.

HELO SAUNA ACCESSORIES







You may want to add some of the optional accessories to your HELO sauna.

- Fully Recessed Light Fixture*
- Wall Mount Light Fixture**
- Redwood Sauna Backrest
- Redwood Sauna Bench (Outside Room)

- Sauna Room Towel & Robe Rack
- Sauna Carpet
- Finnish Imported Ceramic Sauna Termometer
- Imported Metal Finnish Sauna Thermometer*
- Imported Brass Sauna Thermometer
- Imported Brass Hygrometer

- Sauna Ladle, Natural Wood Finish
- Finnish Imported Sauna Bucket
- Sauna Sign, Redwood
- 7-Day Automatic Timer (Surface or Wall Mount)
- Sauna Room Door (Also available with framing)
- Sauna Light Dimmer Switch

* Included with complete HELO Sauna Rooms.
** LM and RP-1 to RP-4 Rooms only



MacLevy

MacLEVY PRODUCTS CORP.
92-21 Corona Avenue
Elmhurst, N.Y. 11373

Phone: (212) 592-6550

good things to read

THE OSHA COMPLIANCE MANUAL by Dan Petersen. An excellent resource, this 225-page guide provides information on the planning, implementing, documenting, and reporting of OSHA-related safety programs in any kind of business and includes all forms and references needed in the actual program. This ring-bound manual for executives, managers, and safety officers offers a preparation plan to the company organizing for an OSHA inspection. The plan leads the reader through the law and the Federal standards. It explains how to handle the maze of regulations and determines which are the most frequently violated. Using OSHA as a base, the book suggests ways to improve the safety program of an organization. It compares OSHA to the principles and techniques of safety management, and discusses the weaknesses of the OSHA laws. Included in the appendices are OSHA forms, required signs and warnings, noise guidelines, extinguisher and guarding requirements. The author is a loss control consultant for General Adjustment, Inc., Denver, and has served as director of loss prevention for two major insurance companies. Price: $29.95. McGraw-Hill Book Company, 1221 Avenue of the Americas, New York, N.Y. 10020.

• • •

ECONOMIC POWER FAILURE: The Current American Crisis by Sumner M. Rosen. The author, a director of the Institute of Public Administration and holder of a Ph.D. from Harvard, explores the roots and prospects of urgent economic problems: recession, inflation, unemployment, oil, corporate profits, government policies, taxes, and more. The book incorporates the writings of well respected economic and social critics. Rosen and other contributors explain what has happened to the material abundance and stability Americans thought they had. What is needed, he argues, is more citizens input, greater democratic control of our economic institutions, and serious consideration of the changes that will not merely get us out of our present difficulties, but also improve the quality of life for all. Price: $8.95, hardback; $3.95 paperback. McGraw-Hill Book Company, 1221 Avenue of the Americas, New York, N.Y. 10020.

• • •

THE BASICS OF SUPERVISORY MANAGEMENT by James Menzies Black. Subtitled "Mastering the Art of Effective Supervision", the guide discusses such managerial functions as the handling of grievances, delegation of authority and responsibility, and installation of open lines of communication. Checklists, guidelines, and case studies throughout the work illustrate the importance of constructive relationships between supervisors and their superiors and subordinates, procedures for planning and implementing self-development programs, and techniques to help supervisors train and manage an efficient, competitive work force. The author is a distinguished lecturer on the faculty of the College of Business Administration at the University of South Carolina and has written several previous books on management. Price: $12.95. McGraw-Hill Book Company, 1221 Avenue of the Americas, New York, N.Y. 10020.

• • •

1975 PUBLICATIONS CATALOG — United States Travel Data Center. This compact catalog lists all publications currently available from the Data Center as well as those to be published in 1975. Included are surveys of state travel offices, travel impact and expenditure studies, and more. The U.S. Travel Data Center was established to provide continuing travel research for industry, government, and the academic community. For further information, write: the Center at 1100 Connecticut Ave., N.W., Washington, D.C. 20036.



CIRCLE READER SERVICE CARD NO. 12

CIRCLE READER SERVICE CARD NO. 11

Shopping list of exercise equipment

An expert gives his advice

by George Otott
Universal Athletic Sales, Inc.

Item	Cost Range	Sex	Instructor	Priority	Motivation Factor
Gym Machine 3 to 16 stations	$795-$3,500	MF	No	1	Good
Dumbells, 5 pr. & Rack, #10-#30	$250-$350	MF	No	2	Fair
Barbells, 10 sets & Rack, #16-#60	$400-$600	M	Yes	4	Poor
Exercise Bike	$95-$295	MF	No	1	Good
Treadmill	$300-$500	MF	No	3	Fair
Jogger	$180-$250	MF	No	1	Good
* Sit-Up Board	$100-$295	MF	No	1	Good
Olympic Barbell #310	$250-$350	M	Yes	3	Poor
Flat Bench (for Dumbells)	$45-$95	MF	No	2	N/A
Incline Bench (for Dumbells)	$65-$125	MF	No	2	N/A
Supine Bench for (Barbells)	$65-$125	MF	No	3	N/A
* Wall Pulleys (Quad) (Wall mounted)	$220-$400	MF	No	2	Good
* Lat Machine (Wall Mounted)	$295-$500	MF	No	2	Good
** Belt Vibrator (Electric)	$125-$450	F	No	2	F (Good) M (Poor)
** Massage Roller (Electric)	$220-$450	F	No	3	F (Fair) M (Poor)
Chinning Bar (Wall Mounted)	$50-$125	M	No	2	M (Fair)

** These items are usually included in multi-station gym machines. Most exercises that can be performed with barbells can also be executed on the gym machines with more ease and safety.*

*** These items have no practical value for conditioning. They are included because of their popularity with some participants and because they can be enjoyable after a workout with other equipment.*

ONE of the most difficult decisions in the planning of an exercise room or fitness center involves the choice of exercise equipment: what kind, how much, and where to obtain it. With the proper information, the planner can make an intelligent and well informed decision on all counts.

Although many factors can affect your decision on equipment, we will deal with the major ones and provide a list of acceptable equipment, price ranges and sources. We will not list hazardous equipment or exotic items that are costly and do little or nothing to improve fitness. In general, you should remember

that the individual must do the work to achieve results, regardless of the equipment he uses. A corollary fact is that passive exercise (in which a machine activates the body) is of practically no value beyond specific therapeautic applications. It is just as important to know that the most effective equipment is of little value unless the individual is motivated to use it!

The following factors apply to the items I have listed.

Cost Range — This range includes good to excellent quality equipment of standard make, not fully chromed. Most fully chromed equipment will run from 40% to 100% higher in cost. Prices do not include applicable tax or freight.

Sex — Whether used primarily by male or female or both.

Instructor — Required for some equipment primarily for safety reasons.

Priority — Based on a scale from 1 to 4 as recommended for the average Fitness Center accommodating both men and women, most of whom are interested in a general conditioning program.

Motivation Factor — The degree to which the average individual is favorably influenced to utilize a specific type of equipment.

In conclusion, I believe this information will provide a good guide for your planning. But remember, there is a great variation in the quality of individual items produced by different companies. Make sure that potential suppliers provide you with specifications on all items, particularly costly ones. If you want to know about the quality of a particular piece of equipment ask an individual who owns one! Coaches and athletic instructors at schools and at athletic clubs or health spas are good sources of advice. Also, get design proposals from two or more companies. If they offer equipment that is too high for your budget, give them a figure to work from and request their best equipment layout within the price you have established. Make sure the equipment is guaranteed and find out if the supplier has a local service capability. If the equipment is listed on Government Service Administration Contract (GSA) you can be assured of its quality and dependability.

For information on fitness equipment prices circle reader service card No. 50

For the past five years, George Otott has designed and installed over four hundred exercise rooms and fitness centers for the country's largest manufacturer of gym equipment. Prior to that, he served as Physical Fitness Director for the Marine Corps, planning and establishing fitness centers for Marine installations throughout the world. He was a competitive weightlifter for 17 years and Manager of the U.S. Olympic Weightlifting Team. He has personally instructed thousands of men and women in exercise conditioning programs and is thoroughly acquainted with the various items of exercise equipment available today.

Manufacturers • Importers • Distributors

of

TOYS • INDUSTRIAL PREMIUMS • PARTY FAVORS • SPECIALTIES • BINGO EQUIPMENT & SUPPLIES

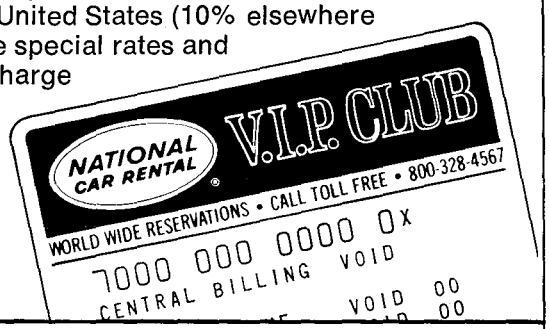
SHANKER INDUSTRIES INC.

Dave Shanker
1640 SUPERIOR AVENUE
CLEVELAND, OHIO 44114
(216) 241-3817

CIRCLE READER SERVICE CARD NO. 13

National Car Rental offers a 20% discount (10% internationally) to all the members of the National Industrial Recreation Association

Each member of your group may qualify for National Car Rental's V.I.P. Card that automatically entitles them to a whopping 20% car rental discount in the United States (10% elsewhere — except in Canada where special rates and terms apply). Plus V.I.P. charge privileges at National Car Rental Truck Rental & Leasing locations, Hilton Hotels, and Rodeway Inns. And don't forget — we offer S&H Green Stamps on U.S. rentals.



Send coupon to:
Wayne Herberger, Manager
Group & Convention Sales
National Car Rental System, Inc.
5501 Green Valley Drive
Minneapolis, Minnesota 55437

TILDEN Rent-a-car
europcar
NATIONAL CAR RENTAL



We feature General Motors cars

Clip the coupon below and return it to us for complete details. Your fellow Association members will thank you.

Please send me _____ V.I.P. Credit Card application forms.

Name_____
Title_____
Company_____
Address_____
City_____ State_____ Zip_____
Phone_____

NATIONAL CAR RENTAL — National Car Rental

CIRCLE READER SERVICE CARD NO. 14

LIIRA spells success for Long Island employees

By Oskar Frowein

The Long Island Industrial Recreation Association (LIIRA) was born in 1944. At first it was a group of neophytes who were trying to find a way to provide weary warworkers with restful, relaxing recreation. It was an affiliation of companies who offered loosely organized athletic competition in bowling, softball, tennis, and golf to their employees. Most member companies realized that there was much more than they knew to industrial recreation and they wanted to learn. So, the Association was formed.

In the beginning, the Association had a need to refine and establish the inter-company relationship in athletic competition. It started as a monthly luncheon meeting of people who directed inter-company athletic competition. Soon, picnics, employee Christmas parties, club activities in chess, bridge, art, photography, travel, and many other interests got into the act. The Association became a true recreation center for all employees and not just the athletes.

Over its first few years, the Long Island Industrial Recreation Association operated without a constitution or dues. Speakers were invited to discuss travel, discount buying, picnics, children's parties, and other employee family activities. The group of people involved numbered about thirty, of which only a few could be called recreation personnel. Many of the "members" were personnel people who wore the recreation hat part-time, and who really had an interest in the better life for their fellow employees.

LIIRA, over the years, has continued an active membership of about thirty-five or forty, but many refinements have developed since those beginning years. A constitution was established and company dues were set up to underwrite the Association's operating expenses. For inter-company competition, each company levies its own fees to cover expenses of officials, facilities costs, trophies, and incidentals.

Over the years, numerous special events have been conducted for all employees of the member companies. Activities have included golf and bowling tournaments, Long Island Industrial Art and Photography exhibits, travel programs, and other general employee activities. Emphasis has been given to picnics, social events and children's activities. These events were most helpful in interesting new members to become involved.

LIIRA's reason for being was codified in its constitution: "The general purpose of this Association shall be to unite in a non-profit organization, those persons professionally engaged in industrial recreation activities, in order to organize, coordinate and supervise inter-company recreational and cultural activities aimed at maintaining and improving employee relations and the general well being of the industry on Long Island."

The present membership is divided into two groups. First are those who are engaged in industrial recreation activities within their companies. Secondly are those affiliate members who are, by interest or present position, are closely connected with industrial recreation. This latter group covers commercial members who may not hold office and who do not have voting powers.

LIIRA serves best as a catalyst for interchange of knowledge, for professional services, for relevant research, for collaboration with other specialties and professions, and for education of other publics. By regular meetings, studies, and discussions, it aims to meet the rigorous demands of the "knowledge explosion". It seeks to offer help and discussion that makes sense for the specialized recreation market. It welcomes the generalist and the specialist, the top recreation director as well as the newcomer, the practitioner with the small company and the professional with a large firm. Increasingly, it is designed to provide a quick response when members need technical assistance or referrals. It offers all its members an opportunity for service and for leadership development.

Throughout its history, the LIIRA has been an asset to the Long Island community. Many of its members have helped United Fund drives and community activities. There has been a large number of individuals who, for varying lengths of time, have been affiliated with the group. Many of them were people who had part-time responsibilities for their companies' recreation programs and needed the group's help to make their programs work well. By the same token, some of the original charter organizers are still very active in the Association's programs.

An association like Long Island's succeeds because it brings together people with common interests. It may begin with an interest in inter-company athletic competition or in finding out what other recreation people are doing for their companies. It keeps members by offering stimulating programs of general recreation interest. It maintains company interest by sponsoring inter-company athletic competitions and cultural programs.

The meeting format which the LIIRA found most successful calls for a meeting once monthly on a rotating day basis (Monday this month, Tuesday next, Wednesday next, etc., skipping Friday and weekends). The group gets together at 4:00 P.M. and almost always breaks by 6:00 P.M. In addition to a business meeting with committee reports on special company or employee programs, a major recreational subject is covered by either an outside guest authority or a panel of members with field experience. Subjects on this year's agenda include:

1) Funding a recreation program
2) Retiree program, including preparation for retirement
3) Art-Hobby-Photography shows and exhibits
4) Liability in recreation: insurance, workmen's compensation
5) Mini-vacations: weekend trips other than ski trips
6) Ski trips
7) Joint meeting with the Public recreation personnel (town, park commission, hospitals) with special emphasis on recreation programs open to senior citizens.

Two social events are held during the year, one at Christmas and the other in the summer. Both of these events include members' spouses and are run at the lowest cost possible.

An essential element of Association communications is handled by the group secretary. This officer publishes monthly minutes midway between meetings so that all members are kept informed. Board of Directors meeting minutes' are also distributed to all members.

All associations like the LIIRA, will have plush periods with high participation and periods when interest seems to sag. You really do have to "hang in there" through both fat and lean periods if you are going to make it work. And it will, if you really try. The members of the Long Island Industrial Recreation Association have made it work. They have been part of two major NIRA Annual Conferences. They have seen several of their members serve on the NIRA Board of Directors and in other prominent NIRA offices, including its national presidency. They have maintained active representation in other employee recreation groups.

With a proud history behind it, the LIIRA has every indication that it will continue to be strong in the years to come. After a number of years as an affiliate NIRA Council, the group has registered all its members as NIRA local Association members. With hard work, other local associations can accomplish this goal for themselves and their member companies. □

Welcome to LIIRA members

1975-1976 OFFICERS

President:	Oskar Frowein
Vice President:	Bob Zellner
Secretary:	Chet Baumgartner
Treasurer:	Larry Curcio

EXECUTIVE COMMITTEE MEMBERS

Bob Benn
Irving Flaumenbaum
Helen Loftus
H. Jeffrey Siegelman

AIL/A DIVISION OF CUTLER-HAMMER, INC.

John J. Downes, Jr.
AIL/A Division of Cutler-Hammer, Inc.
Deer Park, New York

AMF BOWLING PRODUCTS GROUPS

H. Jeffrey Siegelman
AMF Bowling Products Groups
Westbury, New York

APPLIED DEVICES CORP.

Richard Aiosa
Applied Devices Corp.
Hauppauge, New York

BOWL MART, INC.

Stanley H. Lewis
Bowl Mart, Inc.
Mineola, New York

BROOKHAVEN NATIONAL LAB

Charles W. Flood, Jr.
Brookhaven National Lab
Upton, New York

CHAS. PFIZER & CO., INC.

Neil Simonetti
Chas. Pfizer & Co., Inc.
Brooklyn, New York

CIVIL SERVICE EMPLOYEES ASSOC.

Irving Flaumenbaum
Civil Service Employees Assoc.
Hempstead, New York

COMTECH LABORATORIES, INC.

Bernard A. Nathan
Comtech Laboratories, Inc.
Smithtown, New York

CONSOLIDATED AIRBORNE SYSTEMS

Edward S. Schneiderman
Consolidated Airborne Systems
Holtsville, New York

Continued on following page

. . . Continued

DOUBLEDAY & COMPANY INC.
Curtis Long
Doubleday & Company Inc.
Garden City, New York

ENDO LABORATORIES
Helene Schmidt
ENDO Laboratories
Garden City, New York

HAZELTINE CORPORATION
Robert S. Bisazza
Hazeltine Corporation
Greenlawn, New York

GRUMMAN AEROSPACE CORPORATION
Robert J. Benn
Chet Baumgartner
Grumman Aerospace Corporation
Bethpage, New York

KLM ROYAL DUTCH AIR LINES
Joseph J. Rechter
KLM Royal Dutch Air Lines
Westbury, New York

LIBERTY MUTUAL INSURANCE CO.
Jerome M. Potucek
Liberty Mutual Insurance Co.
Lynbrook, New York

LONG ISLAND LIGHTING CO.
Eileen A. Donohue
Long Island Lighting Co.
Hicksville, New York

LONG ISLAND WATER CORPORATION
Louis Mirando
Long Island-Water Corporation
Lynbrook, New York

LUFTHANSA GERMAN AIRLINES
Bernd Espenkoetter
Lufthansa German Airlines
East Meadow, New York

NASSAU BOWLING PROPRIETORS ASSOC.
Fred Ridolf
Nassau Bowling Proprietors Assoc.
East Norwich, New York

NATIONAL BANK OF NORTH AMERICA
James A Donlin
National Bank of North America
West Hempstead, New York

NEWSDAY
Bob Zellner
Newsday
Garden City, New York

NEW YORK NETS AND ISLANDERS
Penelope Gaffney
New York Nets and Islanders
Carle Place, New York

NEW YORK PIONEER
James E. Cavanagh
New York Pioneer
Levittown, New York

NEW YORK SETS
Rene Neiman
New York Sets
Uniondale, New York

PAN AMERICAN ATHLETIC AND SOCIAL CLUB
Mike Manda
Pan American Athletic and Social Club
Jamaica, New York

PENINSULA NATIONAL BANK
Ambrose F. Albrecht
Peninsula National Bank
Cedarhurst, New York

PHILIPS BUSINESS SYSTEMS, INC.
Tom Boyle
Philips Business Systems Inc.
Woodbury, New York

PHOTOCIRCUITS-DIVISION OF KOLL
Lawrence J. Curcio
Photocircuits-Division of Koll
Glen Cove, New York

PUBLISHERS CLEARING HOUSE
William H. Johnson
Publishers Clearing House
Port Washington, New York

REPUBLIC ASSISTANCE FUND
Helen D. Loftus
Republic Assistance Fund
Fairchild Republic Company
Farmingdale, New York

SPERRY — DIVISION SPERRY-RAND
Robert J. Cassidy
Sperry — Division Sperry-Rand
Great Neck, New York

UNITED AIRLINES
Thomas Kinneavy
United Airlines
Garden City, New York

WAYNE APPLIANCE CORP.
William Rifkin
Wayne Appliance Corp.
West Islip, New York

INDIVIDUALS
OSKAR FROWEIN
Blue Point, New York
Deer Park Schools
Deer Park, New York

ROY MINELLI
Bayside, New York

ED WALSH
N. C. Recreation, Park, Conservation Association
Westbury Recreation Dept.
Westbury, New York

names in the news

Dick Wensel of Forest Trails, Inc. said recently that his parent company, Southwest Properties, Inc. of Arizona, will soon release a new program to NIRA members. The program could earn member recreation clubs a guaranteed $800-$1,000 per year. The new program is being test marketed now with some Dallas area member companies. More news to come on this as soon as we have further information.

• • •

Joseph R. Scalzo, Toledo, Ohio President of the Amateur Athletic Union of the United States, was named chef de mission for the May visit of an American track and field team visit to the People's Republic of China.

The track and field team, consisting of 66 men and women, arrived in the People's Republic of China on May 16 for friendly competition in Canton, Shanghai, and Peking. The team returned home on May 30.

• • •

New NIRA officers elected at the 34th annual Convention in Jamaica are: **Roy L. McClure,** Lockheed-Georgia Co., President-Elect; **Mark F. Armstrong,** Xerox Corporation, Dallas, Vice President-Memberships (a newly created position); **Kirt T. Compton,** Eastman Kodak Co., Rochester, N.Y., Vice President, Regional Management, and **Stephen D. Waltz,** Cummins Engine Co., Columbus, Ind., Vice President-Tournaments & Services.

Holiday Inns, Atlantic City, has announced the appointment of **John T. Galloway** as Director of Sales.

Loews Hotel, New York, N.Y., has appointed **Arthur L. Chernov** Executive Director of Sales, Loews Paradise Island Hotel and Villas.

Frontier Airlines announced five new appointments recently. **James B. Winston,** formerly of Rival Pet Foods, Chicago, has been named Director of Advertising. **William J. McKenney** is now Deputy Director of Marketing Planning and Development. McKenney had been Executive Director of the Denver Visitors and Convention Bureau. **Gail Godbey** was promoted to Staff Manager of Sales and Service. He formerly served as Frontier's District Sales Manager in Colorado Springs. **Jeff Lyman** is now District Sales Manager in Colorado Springs. He had been sales Representative for Frontier in Salt Lake City. **Mike Webber** has been promoted to Assistant Manager of Transporation Services in Phoenix.

• • •

Joe Corrigan of **Danly Machine Company,** a member of NIRA's Board of Directors, is recovering from surgery in his home at 44337 Douglas Ave. Downers Grove, Ill. 60515. All of Joe's friends in NIRA wish him a speedy recovery.

• • •

Beatrice Bloedorn, died suddenly of a heart attack on May 3, 1975. She was the wife of **Chuck Bloedorn,** Recreational Director at **Goodyear Tire & Rubber Co.** Mrs. Bloedorn was 58 years old.

professional services directory

CIRCLE READER SERVICE CARD NO. 15

Kotz Schneider — LAND AND RECREATION PLANNING AND DESIGN

307 SOUTH TOWNSEND STREET SYRACUSE, NEW YORK 13202 315-475-4157

recreational planning · programming · design · consultation

CIRCLE READER SERVICE CARD NO. 16

Hugh G. Goldsmith & Associates, Inc.

512 LYON BUILDING SEATTLE WA. 98104 (206) 622-1080

dlh DEHART, LANDS & HALL planning / analysis group

631 LYON BUILDING SEATTLE WA. 98104 (206) 682-1925

tpa services — ARCHITECTURE ENGINEERING PLANNING

Feasibility Studies - Design - Construction Supervision - State, Regional and Community Parks and Recreational Facilities

CIRCLE READER SERVICE CARD NO. 17

100 BROADWAY, NORTH HAVEN, CONNECTICUT 06473 TEL. (203) 239-5671

New York: a city for all seasons

NEW YORK is truly a town for all seasons — and for visitors of all interests. Although each New York season brings its new and special delights, there are certain events that return each year to delight visitors from across the nation and from virtually every country in the world.

New York in summer . . .

Surely no one needs to be reminded that "New York Is a Summer Festival!" Launched in 1953, the Summer Festival, which stretches from Memorial Day to Labor Day, is now so packed with activities that visitors have a real problem deciding which events to attend.

Free Shakespeare in Central Park, free performances, in all boroughs, of the Metropolitan Opera and the N.Y. Philharmonic, the Newport-in-New York Jazz Festival, the Schaefer Central Park Music Fesitval, the Rockefeller Center special noontime musical programs in the Promenade Cafe, the spectacular weekly fireworks displays at Coney Island — these are just a few of the events that fill the vacation calendars of visitors.

Baseball is in its glory in summertime New York. Out at Coney the fish jump for visitors at the Aquarium and the cotton candy is piled high. Throughout the city the sidewalk and garden cafes thrive.

The best plays and musicals of Broadway's winter season come out for summertime audiences. Off-Broadway-shows compete for visitors' applause. In August, the free Community Street Theatre Festival opens for two lively weeks in Lincoln Center's Plaza.

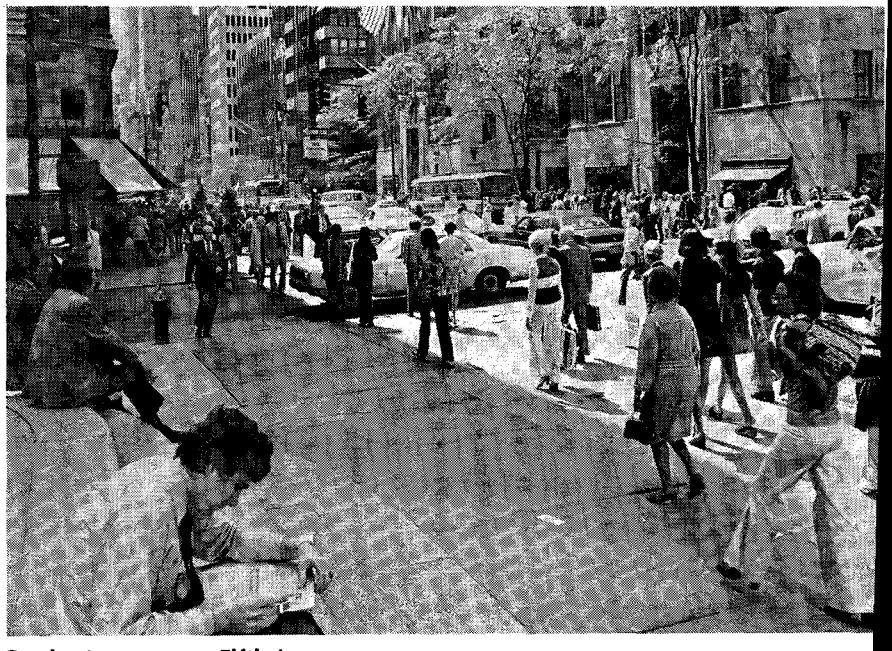
Exploring New York's neighborhoods is a perfect summer activity. Each area offers its special sights and sounds: Greenwich Village, Chinatown, Little Italy, Harlem and the Lower East Side. Lucky visitors will catch a street festival like LaFiesta di San Antonio or the Japanese Feast of O-bon.

in Fall . . .

In September, New York's theatre, both on, off and off-off-Broadway, begins to display its new wares. Lincoln Center, the New York City Opera, the venerable Met, and the Philharmonic launch their new seasons. The New York Film Festival beckons the movie buff, and Joseph Papp's repertory company opens in the Vivian Beaumont and Forum theatres. All over town artists and museums stage their most ambitious shows, and the stores get ready for millions of autumn shoppers.

Once the fall baseball season is history, New York sports fans can turn on to football, basketball, hockey and soccer. The U.S. Open Tennis Championships are at Forest Hills, and the race tracks, Aqueduct and Belmont both have fall seasons. For sailors, there is the Mayor's Cup Schooner Race at the South Street Seaport.

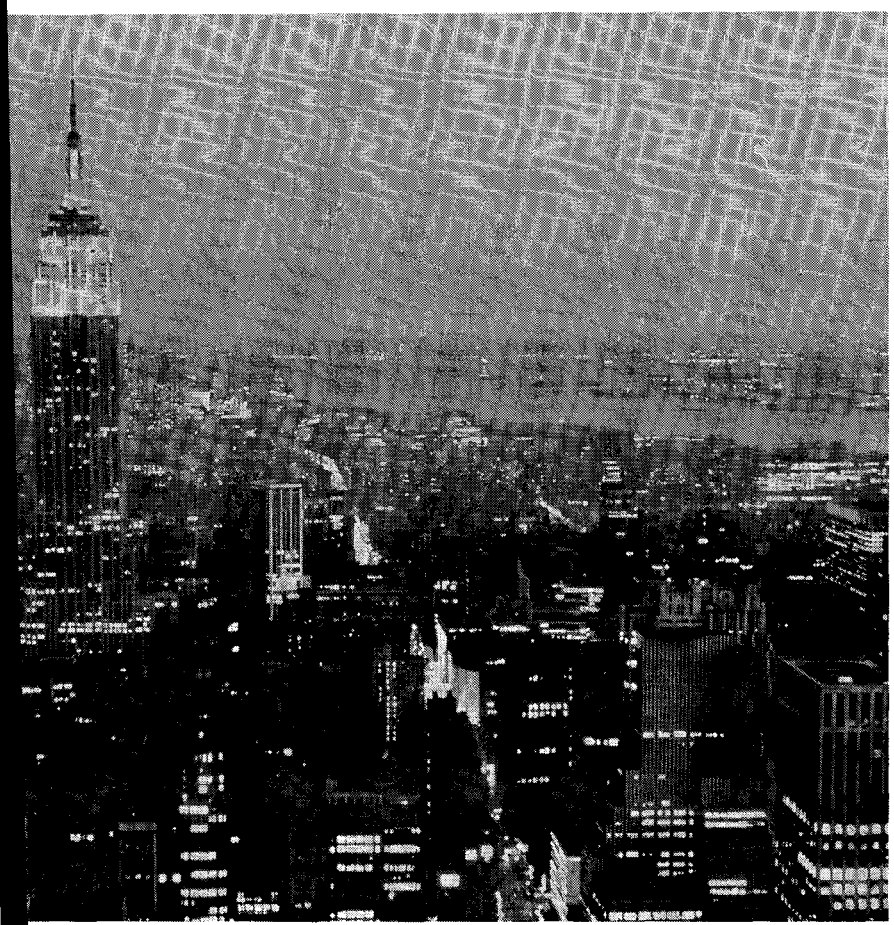
Love a parade? Here's the fall schedule: West Indian American Day Carnival, Steuben Day, Pulaski Day, United Hispanic American Day, Columbus Day, the Massing of the Colors, Veterans Day and the Federation of Turkish American Societies. The smashing climax: the annual Macy's Thanksgiving Day Parade.



On the Avenue . . . Fifth Avenue



Manhattan skyline from the old Brooklyn Bridge



mpire State Building dominates the night skyline

M, July, 1975

Madison Square Garden plays host each fall to such regulars as the National Horse Show, the Ice Follies, the National Postage Stamp Show, the Mexican Rodeo and the Spanish Boys Circus.

The annual Fall Fashion Festival, sponsored by the city and Fashion Capital of the World, is held in many locations, including 5th and 7th Avenues. In Greenwich Village, the Washington Square Outdoor Art Exhibit holds its fall edition, and Our Lady of Pompeii holds a street festival. Nearby — in Little Italy — the Fiesta di San Gennaro turns Mulberry Street into Naples. Uptown, Rockefeller Center turns from an outdoor cafe into an ice-skating rink.

Fans of New York's history, architecture and sociology are directed to the fall walking tours of the Museum of the City of New York, and flower lovers should catch the fall shows in Manhattan's Bryant Park and at the botanical gardens in both the Bronx and Brooklyn.

in Winter . . .

Bears may hibernate in winter, but New York City couldn't be more awake. Inspired by the new fall season, the activities in theatre, films, art, music, dance, sports — not to mention shopping — reach fever pitch in the December-February period.

Rockefeller Center sparks the Christmas season with the lighting of its giant tree in early December. The stores, hotels, restaurants and many of the office buildings vie with each other in the lavishness of their decorations, inside and out. Even the botanical gardens burst into holiday bloom with special shows.

The N.Y.C. Ballet dances "The Nutcracker," Carnegie Hall performs Handel's "Messiah," the Hayden Planetarium projects "The Sky at Christmas," and Radio City Music

Continued on following page

Continued from previous page

Hall stages its traditional "Great Christmas Show." Seasonal shows include the Ice Capades, Westminster Kennel Club and National Antiques Show at Madison Square Garden; the National Boat Show and the Start Your Own Business Show at the Coliseum; and the Annual Winter Antiques Show at the 7th Regiment Armory. The Knights of Columbus parade in February.

Celebrate all you wish on New Year's Eve — the town stays open all night! But if you fall asleep and miss the party, don't despair: you've got another chance in February when New York City celebrates Chinese New Year. To help you recover from both events, New York holds some of its most famous sales — throughout January and on Lincoln's and Washington's birthday weekends. Special note: wintertime is the perfect time to see the city's famous sights like the Empire State Building, Statue of Liberty, the U.N., the stock exchanges and the incomparable zoos.

and in Spring

Green is the word for spring. But in New York City, the green stems from the Irish as well as the chlorophyll. The St. Patrick's Day Parade opens the season. Close on the heels of the Sons of Erin come the May marchers: Loyalty Day, Salute to Israel, Armed Forces Day, Greek Independence Day, and the Dr. Martin Luther King Memorial.

The circus, another sure sign of spring, moves into Madison Square Garden, which also plays host to the Golden Gloves and the International Camping and Trailer Show. In spring, the Coliseum houses the Automobile Show; the Antiques Festival; the Antiques Fair with Gardens; and the Sport Camping, Vacation and Travel Show.

Rockefeller Center in spring is another flower-lover's paradise. The beautiful Channel Gardens, with their splashing fountains and reflection pools, blossom forth with a new floral display every few weeks. The dazzling Easter lily planting is at its peak during the world-famous Easter Parade on Fifth Avenue.

The "Great Easter Show" at Radio City Music Hall is another "must" for all visitors during Easter weekend. At Lincoln Center and the Brooklyn Academy of Music, the musicians, singers, and dancers begin warming up for their spring seasons. And in the streets around Washington Square, thousands of artists set up shop for the spring edition of the Washington Square Outdoor Art Exhibit. The Yankees and the Mets shout "Play Ball!"; the ponies return to Aqueduct and Belmont; and the Circle Line Sightseeing Cruises once again sail around and around and around Manhattan Island.

Visit New York now in the midst of summer, or any other time of the year. You'll find virtually anything you seek in the vacation city for all seasons.

CIRCLE READER SERVICE CARD NO. 18

FORT LAUDERDALE, FLORIDA

THE beach club HOTEL



Special Industrial Rates

Catering to individual, couple and family vacationers.

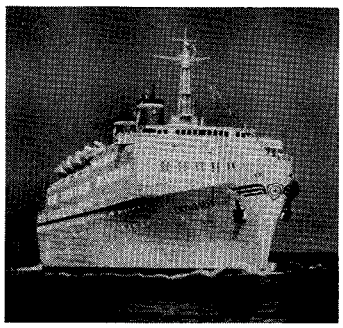
Please write for information.

Jack Lindeman
3100 North Ocean Boulevard
Ft. Lauderdale, Florida 33308
Area Code 305 - 564-8502

Our Own Private Beach

CIRCLE READER SERVICE CARD NO. 19

The Modern Magnificent Convention Cruise pleaser!



SS EMERALD SEAS
Registry Panama

Bahama/Caribbean Cruises from Florida with your choice of itineraries 3-4-7 nights or longer. Groups from 15 to 1,000. All at special rates.

EASTERN STEAMSHIP LINES INC. General Sales Agents
P.O. Box 010882 • Miami, Florida 33101
or call toll free Florida 800-432-9552 • Calif., Idaho, Mont., Nev., Ore., Utah, Wash., Maine, N.H., Vt. 800-327-0201 • All other states 800-327-0271

Please send, without obligation, your Meeting Planner's Kit.
Approx. Number of Persons in the Group.....
Approx. Date of Meeting.....
Name.....
Title.....
Organization.....
Address.....
City.....State.....Zip.....

CIRCLE READER SERVICE CARD NO. 20

CUT OUT NOW FOR NEW YORK

and mail to:

David Falor
Loews Hotels
666 Fifth Avenue, New York, N.Y. 10019 · (212) 586-4400

Please cut me in on your great New York weekends. I'm interested in a folder on ☐ Disco Delights, ☐ Summit Weekender, ☐ Sup 'n Sleep, ☐ Broadway Theatre-Go-Round.

NAME_____

STREET_____

CITY_____ STATE_____ ZIP_____

CUT UP LATER

ON A WHIRLWIND WEEKEND ON LOEWS ISLAND.

(Some people call it New York. We call it Loews Island because we've got more to offer you than anybody else. Namely 5 great hotels in 5 unbeatable locations.)

DISCO DELIGHTS
2 days, 1 night
only $23.75
per person, double occupancy. Plus tips and taxes.

Arrive Friday or Saturday. Features luxurious bedroom suite, sumptuous breakfast in bed or the Drake Room plus dinner, dancing and the 9 p.m. show at Shepheard's, New York's dynamite disco.

At Loews Drake.
Park Avenue at 56th Street. Park Avenue elegance in a lovely East Side location. Home of the classic Drake Room and famous Shepheard's.



Loews Drake

SUP 'N SLEEP
3 days, 2 nights
only $52.50
per person, double occupancy. Includes all taxes and gratuities except baggage handling.

Features beautifully appointed suite at either hotel, after theatre supper at the famous Four Seasons, after theatre supper at Mamma Leone's plus a ticket to the exciting multi-media production, "The New York Experience."

At Loews Warwick or Loews Drake.
Choose East Side elegance at the Drake or West Side excitement at the Warwick (54th Street on Avenue of the Americas), home of the renowned Raleigh Room.

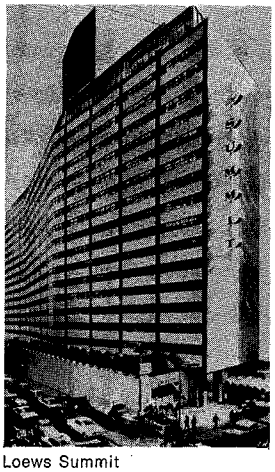


Loews Warwick

SUMMIT WEEKENDER
2 days, 1 night
only $24.95
per person, double occupancy. Plus tips and taxes.

Arrive Thursday, Friday or Saturday. Features deluxe twin-bedded or double room, club breakfast in your room or Sunday brunch at Maude's, full course dinner at Maude's, free parking for 1 night in hotel's garage.

At Loews Summit.
Lexington Avenue at 51st Street. New York's fast-paced hotel in a lively East Side midtown setting. Home of marvelous Maude's Restaurant.



Loews Summit

BROADWAY THEATRE-GO-ROUND
3 days, 2 nights
only $58.50*
per person, double occupancy. Includes all room taxes but not gratuities.

Features luxury accommodations, a guaranteed orchestra seat to hit musical of your choice plus another guaranteed seat to hit comedy or drama of your choice (at time of confirmation) plus free parking** if you stay at Ramada Inn or Howard Johnson's.

*Mid-week arrival slightly higher.

**$2 charge for each additional in and out service during stay.

At Loews Summit, Loews Warwick, Ramada Inn or Howard Johnson's Motor Lodge.
Choose the East Side with the Summit. Make it the West Side with the Warwick or the motor inn convenience of Ramada or Howard Johnson's. (Both ideally located for theatre going.)

LOEWS HOTELS
is a member of NIRA

How to cope with the maintenance headache



by Anthony W. Kotz
Kotz & Schneider
Land and Recreation
Planning & Design
Syracuse, N.Y.

Do you have a maintenance headache?

Does your maintenance budget seem to be shrinking? Can anything be done to solve this almost universal problem?

Our experience indicates a definite "YES"!

PLANNING AND DESIGN: Careful attention to potential maintenance problems and vandalism during planning and design can solve many problems before they begin. This is the time to resolve seemingly minor details, such as the arrangement and control of activities and facilities, and the selection of materials for durability.

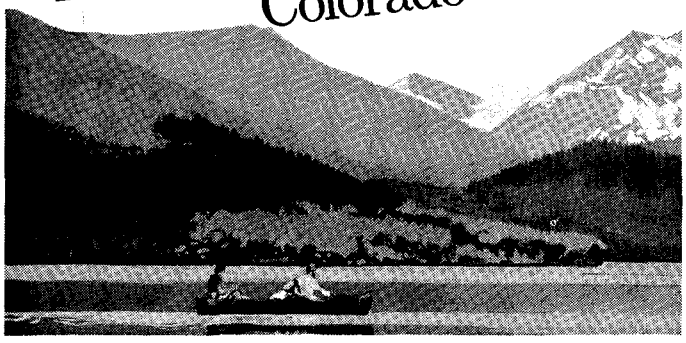
MAINTENANCE: Continuous maintenance is necessary to keep even the best designed heavily-used facility in good repair. Damaged items should be repaired as quickly as possible before they invite further deterioration. Buildings, outdoor facilities, lawns, and plantings should be maintained according to a detailed plan that will permit the highest quality which your budget will allow.

OBSERVATION: Take the time to watch how people use your recreation facilities. A few additional pedestrian walks, towel dispensers, or trash receptacles in strategic places may do wonders. You may discover that some of the equipment or hardware is simply not durable enough for the heavy use it receives, or that it is being used improperly. Correcting such problems may seem expensive, but chances are good that you will save money in the long run.

PRIDE: Finally, much damage can be avoided if your users feel a sense of pride and satisfaction in THEIR facilities. Cooperation and a sense of responsibility should be promoted and will go a long way in reducing your maintenance headache.

★ ★ ★

Recreational Paradise
Forest Lakes
Colorado



Forest Lakes, near Durango, Colorado, offers everything for individual or family fun. Luxurious A-frame accommodations in the most spectacular scenic mountain lake and stream area of Colorado among tall Pines, Aspen and Blue Spruce. Recreational facilities include: Alpine lodge • restaurant and lounge • billiards • hunting, snowmobiling, skating and skiing in season • 22 acre lake stocked with mountain trout • canoeing • sailing • horseback riding • hiking • evening cookouts and much more.

Weekend or full week packages available for individuals or groups. For reservations or additional information call or write today.

1(602)959-1360

Two nights-three days: $65 per person based on double occupancy. Six nights-seven days: $195 per person based on double occupancy. Includes all meals and recreation activities.

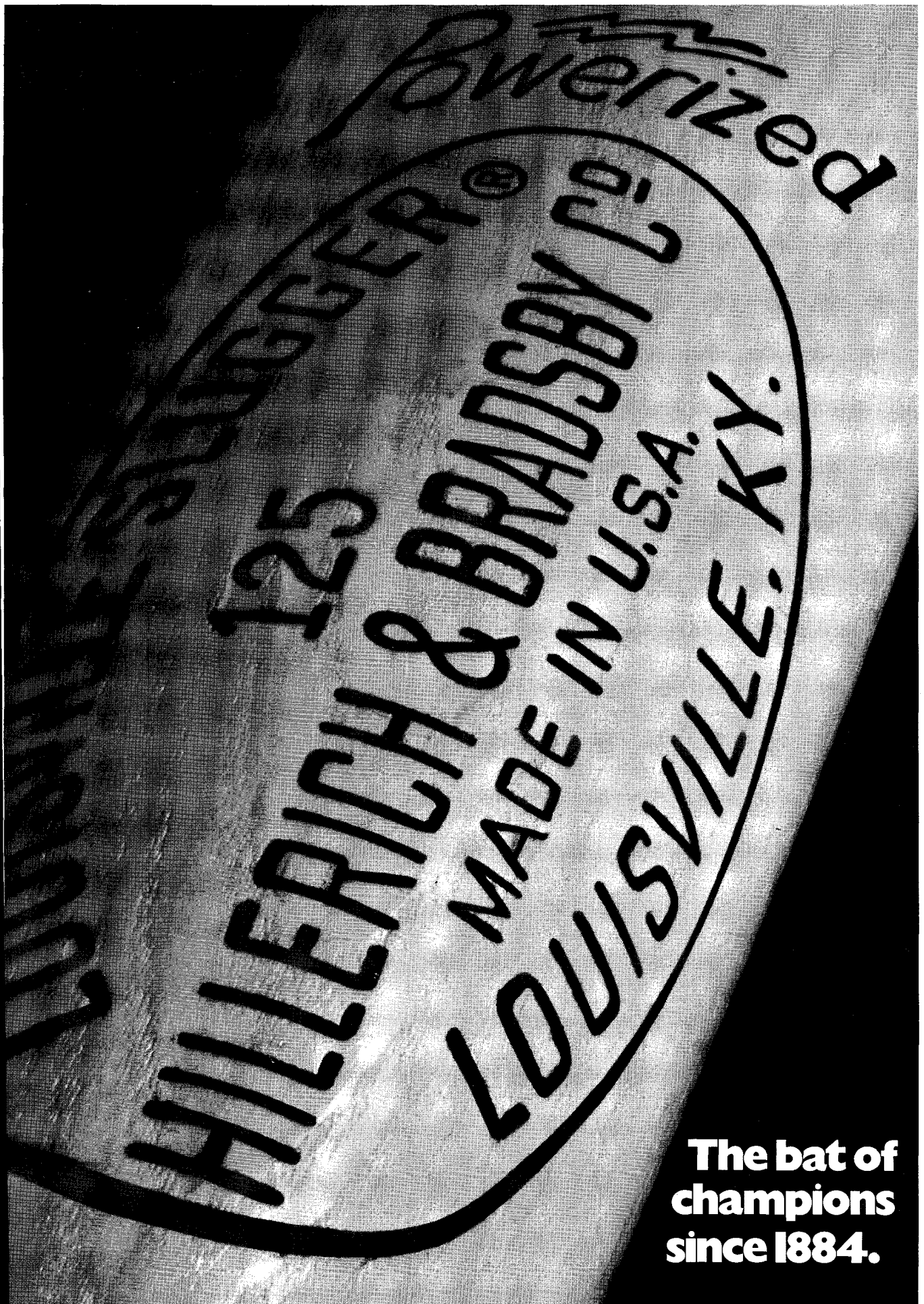
FOREST TRAILS OF AMERICA, INC.
4350 E. Camelback Road
Phoenix, Arizona 85018

Gentlemen:

Please rush more information on Forest Lakes Recreational Holidays.

Name_____
Address_____
City_____ State_____ Zip_____
Company_____
Number in my party_____
Phone_____

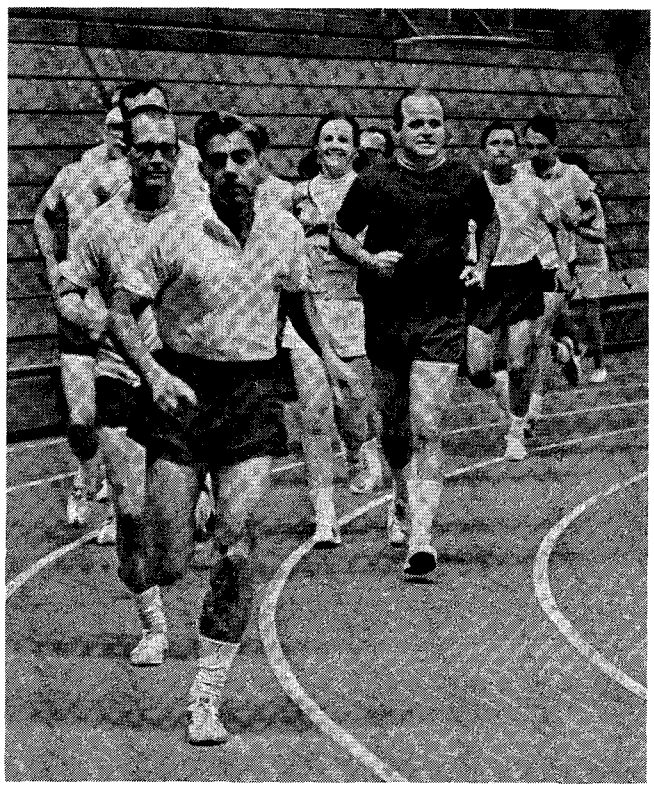
CIRCLE READER SERVICE CARD NO. 22



CIRCLE READER SERVICE CARD NO. 23

Organizing a fitness program

by Associate Professor Heinz W. Lenz
United States Naval Academy



Author Heinz Lenz leads men's and women's jog.

MANY Americans are concerned because they know they have become increasingly physically unfit. The question of how to train for a higher level of physical fitness is not easily answered.

Training becomes increasingly more difficult as physical deterioration becomes more manifest. The American public is inundated with advertisements which claim that conditioning can come about miraculously. This simply is not true. There are claims that isometrics provide the answer. Isometrics done correctly will enhance strength, but can do nothing for endurance; nor are sufficient calories used to have any impact on weight loss. Exercise devices are sold everywhere for various prices. "New" diets claim to bring about a desired level of physical fitness. This is not possible. There are no short cuts; crash methods will not work. It is most difficult to train alone for a higher level of physical fitness. If permanent progress is to be made, many principles must be rigidly followed. The inexperienced person must have patience, discipline, and competent guidance in his or her quest for physical fitness.

If there are a number of people who seek improvement in their levels of physical fitness it is advisable to form a physical fitness club, under the auspices of the employer. A joint request should ask that a leader in adult physical fitness be provided for such a club. Precisely this occurred at the United States Naval Academy in 1967, when a large number of Academy faculty members decided that something had to be done about their lack of fitness.

Now, in 1975, fifty officer and civilian faculty members and their wives meet informally to engage in physical activities under professional guidance. The program is supervised by a member of the Naval Academy's Physical Education Department. Medical advice and guidance on nutrition are available to participants. Activities center primarily around cardiovascular training, designed to strengthen the heart. The exercises are geared to the level of physical fitness of the participants, beginning at a low level of stress. Periodically, tests and measurements are administered to evaluate progress. Training routines are scheduled Monday through Friday, with three days of participation per week considered as adequate. The remaining two days are scheduled for convenience's sake because members have different schedules and are not always able to attend. Limited locker space, showers, towels, and clean athletic clothing are available. Participants must supply gymnasium shoes only.

The first meeting of each season is scheduled in a classroom. Only in exceptional cases are new members admitted into the club after that organizational meeting. Initially, physical fitness and its component parts are defined. The purpose of the training sessions, increasing the level of cardiovascular fitness, is stressed.

All participants must realize that a cardiovascular training session lasts thirty minutes after a ten minute warm-up phase. They must also watch for initial heart beat intensities which range from 130 heartbeats per minute to 155 heartbeats per minute. They must also be prepared to attend a minimum of three training sessions every week. Every member must understand that such a program will not bring about a loss of weight unless there is a distinct reduction of caloric intake. It is important, furthermore, for all to understand clearly that it is not possible to regain a high level of physical fitness in a short period of time and that the first eighteen training sessions, the first six weeks, are little more than an adjustment period to physical stress.

Another most important point which is stressed early in the program is that a routine of its nature should be undertaken only after the participant has had a physical examination. Experience has dictated that it is best if participants are given a blank form to present to their



physician. In this manner, the physical examination is geared for an evaluation of the individual's ability to take part in the program without excessive risk. Naturally, it is easier for the Naval members to obtain a physical than for the civilian members. However, the importance of obtaining a proper physical examination is essential for all fitness program participants.

During the initial classroom orientation session members fill out a record card with essential information: date of physical examination, weight, abdominal girth, resting heart rate, scores on a modified step test, scores on the five-minute step test, reclining blood pressure and more. Some entries are made at once, others periodically over the course of the program. The fact that physical fitness must not be competitive is stressed at the initial meeting and throughout the training sessions.

Fitness activities are patterned after the continuous rhythmical endurance program developed by T. K. Cureton, formerly of the University of Illinois. The participants exercise without pause at a changing pace. After the warm-up, activities are intensified to lead to a point of fatigue, then the pace is reduced for recovery. In this manner — by stressing the cardiovascular system, relaxing, and then slowly building up to a point of fatigue — levels of cardio-respiratory fitness are increased. A roster of participating members is kept on the club bulletin board. Everyone checks his own attendance. Pertinent material is posted on the bulletin board, the assembly point before each training session. The members begin to know each other and enjoy working-out as a group.

After an adequate conditioning foundation is insured, the level of stress is increased. In addition, strength exercises such as push-ups and pull-ups are gradually introduced. Much guidance continues to be given verbally to the participants while the training goes on. Regularity is continually emphasized. Participants are encouraged to call any reoccurring pains to the attention of the leader. These can be corrected in some cases; in others, it may be simply a question of conditioning.

Even though the basic training routines are similar, the group works out in various locations. The group may work in an area surrounded by a 220 yard running track, or in an adjacent basketball court, in the hallways, up and down various stairs, or, when the weather is pleasant, at a large number of outdoor sites. The club members know that they will exercise outside only when shorts and short-sleeve shirt is adequate cover.

When all activities of the club are considered, it becomes clear that any individual who wishes to train for physical fitness entirely on his own faces an almost insurmountable challenge. There are excellent books published by adult physical fitness experts, such as Cooper's *New Aerobics* and Cureton's *Physical Fitness & Dynamic Health,* but experience indicates that unless there is an outside motivating force little success is achieved. For this reason alone, the formation of a physical fitness club is most desirable. Research indicates that the time spent in training for employee physical fitness is worthwhile because participants will feel better, have more energy in late afternoon hours, and be more productive for the company than those who continue in a low level of physical fitness. Company money invested in employees' physical fitness is not a new concept. It is worth it.

The general purpose of any physical fitness program is to enable individuals to control the body with ease under routine and emergency conditions, to be able to carry out long periods of mental and physical work, without diminished efficiency. These are also the foundations of greater professional productivity and richer personal lives. These are goals well worth achieving for both employees and their employers. □

Heinz W. Lenz is an Associate Professor in Physical Education in Annapolis, Maryland at the United States Naval Academy. He joined the faculty in 1957 as Assistant Soccer Coach. He was born in Germany, lived in Italy and attended Ohio State University and Columbia University, where he received an M.A. Degree. As chairman of Personal Conditioning at the Naval Academy he is responsible for the physical fitness of the Brigade of Midshipmen. In addition, he leads members of the officer and civilian faculty in physical fitness activities of the Naval Academy Physical Fitness Club. Professor Lenz is a member of the Sports Medicine Association of Washington and was President of the Physical Education Section when the Association was first organized. Professor Lenz is also a Lieutenant Commander in the U. S. Naval Reserve.

Specific training:

How to build physical fitness for top results

by Dr. Frederick W. Kahms
Associate Professor
Purdue University

PHYSICAL fitness applies to any condition which allows a given amount of activity without any harmful physiological effects. Fitness is a relative term.

Basically, an activity is too stressful for a person if afterwards he or she experiences extreme fatigue, extreme shortness of breath, a pounding heart and/or loss of appetite, restless or fitfull sleep and continued fatigue and/or soreness or stiffness the next day. It is that simple. These criteria are true whether the activity is as relatively easy as walking or playing golf, or more strenuous such as competitive running, swimming, or bicycle riding.

How do we prepare for activity? All good training is specific. This is known as "specificity of exercise." That is, for someone to develop the ability to carry on an activity without undue stress he or she should engage in *that* activity, not some *similar* activity, several times each week. This means that if you want to develop strength in the muscles used in an activity, the exercise movements should be the same as the movements used in the activity. For example, to develop strength in the muscles used in a swimming stroke, the exercise should be in the same manner as in the swimming stroke. Under these conditions the "transfer of training" is at its maximum. On the other hand, elbow curl and shoulder press exercises *will* develop strength, but this strength will contribute little to improving swimming performances. These exercises are not specific.

In addition to specificity, other important concerns in performance of the activity are: the distance to be covered, the duration of the effort time, the speed of the effort, and the number and length of the rest periods. Initially the distances should be short, the rest periods frequent and lengthy, the speed slow, and the duration limited.

As an individual adapts to the stress of an activity, the amount of physical discomfort that develops is less pronounced and eventually becomes very mild. When this stage is reached, an adjustment in the program should be made. The distance, effort time, and speed all should be increased, while the number and length of the rest periods should be decreased. These periodic adjustments should be continued until the desired level of fitness and endurance are achieved. When these principles are individually designed and applied intelligently, they are equally successful for an athlete training for international competition, for a person in a program of rehabilitation, and for anyone between the two extremes. In other words, the body should be exposed to the stress of a specific activity to permit adaptation to the activity, then the stress should be gradually intensified until the desired level of fitness is ultimately attained.

If a person expects to perform an activity with maximum efficiency, he must at times during training perform the activity maximally in order to develop the adaptation to stress that is essential. A number of years ago athletes weren't hurting themselves in practice and they were showing little or no improvement. Then a few trainers discovered and emphasized that at times, in practice, you should hurt yourself if you are going to improve. As training became harder, longer, and more painful, and the benefits became very apparent, more trainers and athletes became involved. This resulted in the development of the "pain concept". This concept developed so fast and became so wide-spread that people began knocking themselves out *everyday* without really knowing why they were doing it or how the "pain concept" evolved. Trainers and coaches then tried to out-do each other by having harder, longer, and more stressful workouts, until the concept was over-done. Proof of this was the fact that swimmers were not improving as much or as rapidly as they had in the earlier stages of a high-stress training program. Trainers came to the conclusion that while physiological stress is necessary to develop the fitness adaptation too much stress may cause a condition known as "failing adaptation". In other words, by training too hard you get diminishing results and, if carried to extremes, negative results may even develop. "Failing adaptation" has been the principal reason why training philosophies have changed in recent years. Trainers now realize that it is not just how

much exercise you do, but more importantly how you do it. This is the key to fitness.

It is important to note that since some people *need* more work than others, they should be provided the extra work. On the other hand, some people enjoy pushing (punishing) themselves during training, they consider this exhilerating. For most people though, exercising must be fun at least part of the time. The "pain concept" as formerly practiced is no longer acceptable by trainers or people working for better personal conditioning.

Once understood, these principles governing the attainment of physiological fitness can be utilized for any individual, in any activity, at any time, with assurance of success:

(a) Have a medical examination before exercising regularly.
(b) Engage in your activity regularly — several times per week.
(c) Begin the activity moderately.
(d) Gradually increase your exposure as you improve.
(e) Engage in exercises that give a high degree of "transfer of training".
(f) Make your training specific — it is not just how much you do, but how you do it that counts.
(g) Make your activity fun, hard work at times, but slow, medium, enjoyable efforts at other times.
(h) Continue your activity once you have attained the level of fitness you desire.



Dr. Frederick W. Kahms is an Associate Professor of Physical Education for Men at Purdue University. He teaches Kinesiology, Applied Anatomy, and Physiology of Exercise. Dr. Kahms also coaches the University swimming team.

Introducing a new no-overhead recreation travel department to make your job easier.

We're Loyal Travel. One of the largest travel agency organizations in the U.S. And we offer one-stop service for all your travel needs.

And we can help you better than any other travel source.

Better because we have a national network of 45 offices, staffed by experts.

Better because we have appointments from all major national and international travel conferences.

Better because we're young, fresh, eager, anxious to please, and free. (When you add all those together, it even makes us better than free.)

So look for us locally in the Yellow Pages. We're under Travel Agencies and Bureaus.

The only cost you'll incur is the cost of the call.

LOYAL TRAVEL™

BETTER THAN FREE.™

CIRCLE READER SERVICE CARD NO. 24

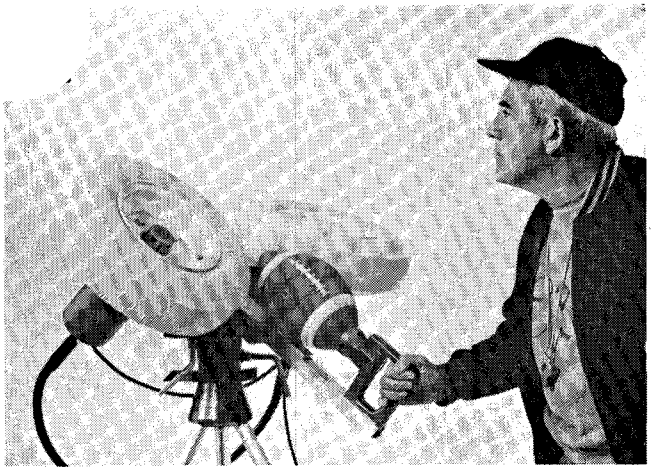
new products

1. Passing machine ready for fall football season

The JUGS Football Passing Machine is a portable, electric-powered unit which throws all types of passes and punts at any speed or distance desired, from 10 to 100 yards.

The machine throws a spiraling football as no similar device has been able to do. The right-hand wheel rotates clockwise and is angled downward. The left-hand wheel rotates counter-clockwise and is angled upward. The football is placed in a holder and pushed forward until it is siezed by the two rotating tires and thrown forward . . . in a perfect spiral.

The distance and height of passes are controlled by changing the speed of wheel rotation and by tilting both wheels upward or downward. A solid state control changes the speed. One turn of a handle locks the unit after any lateral or vertical change. Once set, the machine will throw footballs to the same spot, time after time. Footballs can be thrown at any rate up to 20 per minute.



Football passing machine

The JUGS Football Passing machine can be moved and set up by one person simply by tipping it down onto its transporting wheel and rolling it to a different area like a wheelbarrow. With the legs removed, the machine can be loaded into the trunk of a car for moving to a more distant area. □

CIRCLE READER SERVICE CARD NO. 25

2. Horizontal Luminaire saves outdoor lighting energy

This new horizontal burning "Luminaire" has been adapted to accommodate 100- and 150-watt, high pressure 120-volt sodium lamps, which use less power to give more light. Since two types of 150-watt lamps are widely used — 55 volt and 100 volt — which require two different ballasts, the supplier makes both types of ballasts to operate either type of lamp.

Housing of the new horizontal lamp is die-cast aluminum with a baked enamel finish. The unit features two external leveling bolts and optional level indicator which can be checked by an observer on the ground. An optional power-pad is available for quick ballast replacement in the field.

The basic product is still available for mercury vapor lamps as well as the new high pressure sodium energy-saving lamps. □

CIRCLE READER SERVICE CARD NO. 26

3. Electric motor takes over for pedal-weary cyclists

This new electric motor powers both bicycles and tricycles. It fits any size bike or trike and installs in just minutes.

The unit consists of an electric motor and a drive wheel which engages the front wheel of the bike or tricycle. A battery and a battery charger are available as optional equipment. The unit can be plugged into any electric 110-volt socket for overnight recharging.

The electric motor keeps the cyclist moving even when his legs get tired. When the cyclist squeezes the control switch attached to the handlebars of his cycle, the noiseless and pollution-free electric motor instantly supplies power to the front wheel. When the cyclist releases this control switch, the motor shuts off and retracts without putting any drag on the cycle. The cyclist may use the power, or he may pedal as he pleases and get just the amount of exercise he desires.



Electric bike motor

The unit is guaranteed by the manufacturer for 90 days. □

CIRCLE READER SERVICE CARD NO. 27

4. Pre-fabricated sauna holds up to 15 people

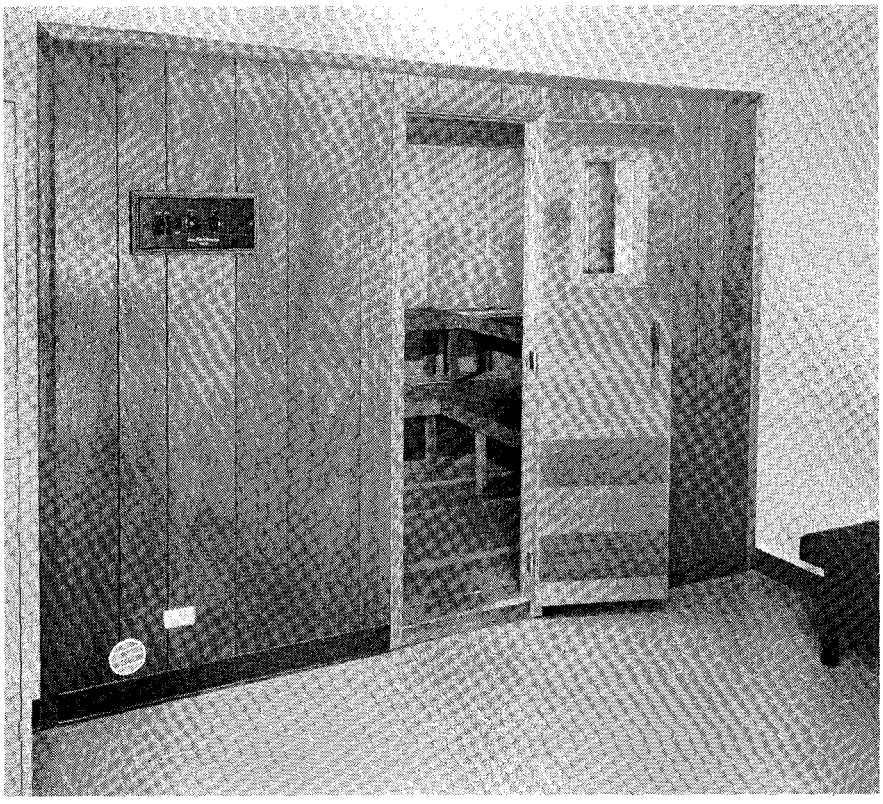
This jumbo model sauna is specifically designed for those establishments which cater to large numbers of people: hotels, motels, clubs, and apartment buildings.

Featuring 80 square feet of floor space and double-tier redwood benches, its luxurious design accommodates fifteen sitting bathers in a soothing, warm bath of humidity-free air, reaching temperatures of 190°F.

Designed by experts, this sauna has the lowest heat loss ratio of any pre-fabricated sauna on the market. This is due to a unique "sandwich" design which utilizes non-burning, poured-in-place polyurethane, a special high temperature formulation of closed cells which form a vapor barrier against heat and moisture transmission.

Tested beyond U.L. standards, the sauna assures its safety over the five-year guarantee. Its control panel, mounted outside for extra safety and protection, includes a thermostat, light switch, timer bell, panel indicator light, and safety limit switch.

Interior walls, ceiling, floor, and benches are constructed of fine kiln-dried redwood. The mahogany exterior combines good looks with highly efficient thermal insulation and moisture resisting abilities.



Pre-fabricated sauna

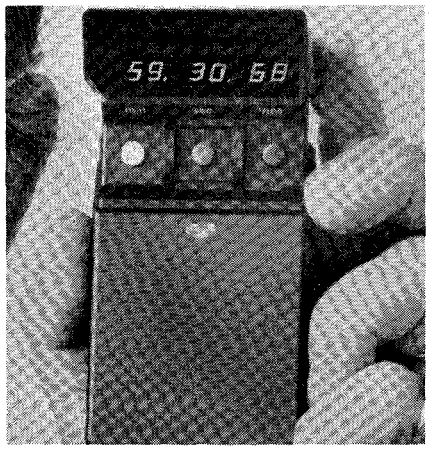
Free standing as a partition or in a corner, this sauna requires no structural support and so is quick and easy to install. It can also be produced to meet any architectural dimensions. □

CIRCLE READER SERVICE CARD NO. 28

5. Tiny digital stopwatch give high-precision timing

This new mini stopwatch is about the size of a tape cassette. It can be used whenever and wherever time must be measured with exceptionally high precision.

The tiny electronic digital stopwatch is available in two models one with batteries, the other equipped with both batteries and electric recharge. Both models show timings in 1/5-inch high readout numbers, shaded for easy reading in bright sunlight. Minutes, seconds, and hundredths of seconds are shown simultaneously, eliminating the confusion sometimes caused by analog stopwatches which indicate



minutes and seconds on separate dials. Three timing methods: start-stop, split, and Taylor, offer versatile timing.

The stopwatch measures up to 59 minutes, 59.99 seconds, with an accuracy of plus or minus 0.1 seconds per day at room temperature, making it 99.9899% accurate. □

CIRCLE READER SERVICE CARD NO. 29

CLASSIFIED

RATES: regular type — 20 cents per word; bold face type — 30 cents per word. Copy must be received by the 5th of month preceding issue in which ad is desired.

Situations Wanted

Man with Master's degree in Physical Education, Recreation and Health. Has experience in athletics, Adult Fitness/ Health programs, and recreation management. Seeking a position in industrial or commercial recreation management. Presently employed — desires new challenge. Will relocate. Box 330, RECREATION MANAGEMENT.

* * *

Young man with Bachelor's degree seeking a position as recreation or physical education director. Certified in physical education with a dual major in Parks and Recreation. Some experience in administration, programming, and supervision. Available immediately. Will relocate. Box 350, RECREATION MANAGEMENT.

Exercise . . .

as if your life depended on it

by Professor Paul Lessack
Rutgers Medical School

HIPPOCRATES, the father of medicine stated: "That which is used develops and that which is not used wastes away". When muscles are used, or exercised, they grow and become strong. When they are inactive they degenerate and become weak. The heart, being a muscle, will respond similarly. With disuse it decreases in size, becomes weak, and looses efficiency.

Recently, there has been substantial evidence suggesting that exercise may play a role in reducing a person's risk of suffering a heart attack. Exercise may have a direct effect on myocardial function, increasing the efficiency of the heart. It may also offer an indirect benefit by reducing the risk factors (high blood fats, high blood pressure, obesity, excessive phychic stress) associated with heart disease.

There have also been other claims for exercise which have been supported by research. Physiologists have found that a systematic exercise program decreases physic stress and tension, helps prevent or cure the common backache, provides a safeguard against gastrointestinal disorders such as ulcers and constipation, and may even prevent cancer.

In order to appreciate the value of exercise and its contribution to optimal health, let's look at what research indicates about the role of exercise in reducing the development of heart disease and other degenerative diseases.



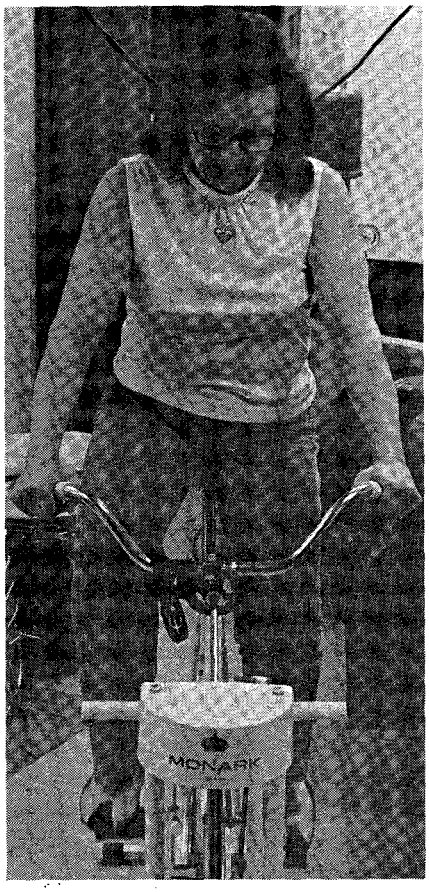
Myocardial Function and Collateral Circulation

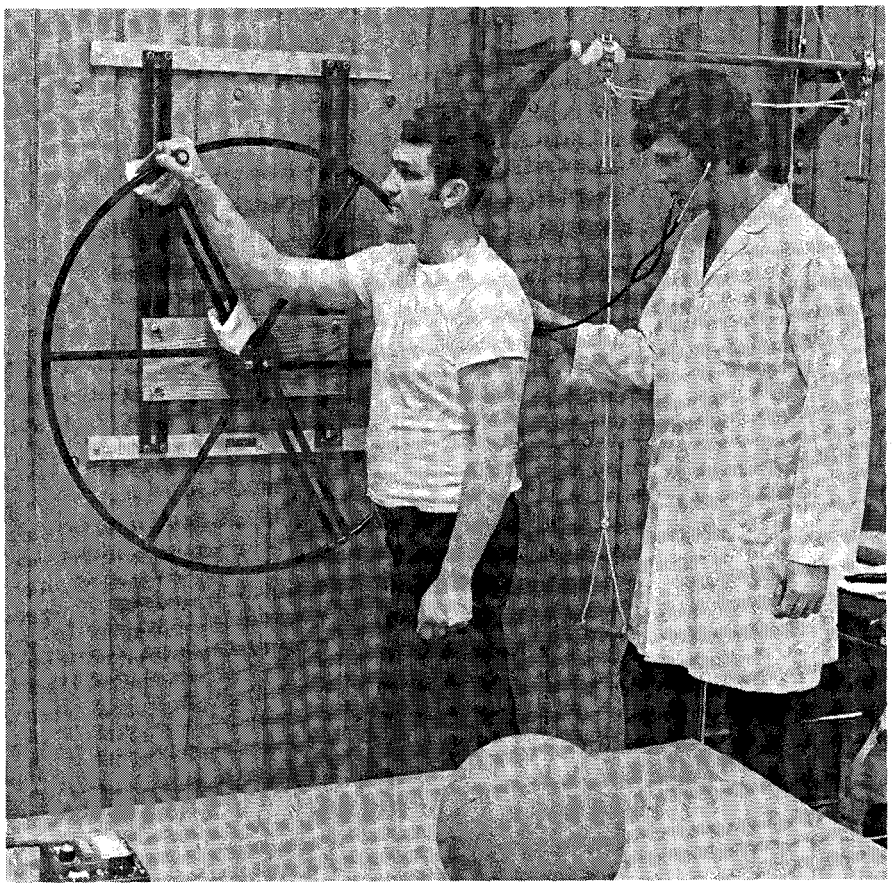
When a heart is trained through exercise, it grows stronger and pumps more blood with each beat, reducing the number of beats necessary for adequate circulation. After exercise training, there is a decrease in heart rate at rest and under any given work load. An untrained heart, for example, may beat 80 times per minute at rest, and 130 times per minute after a mile walk. After training, it may beat 60 times per minute at rest and only 100 times per minute after the same mile walk.

There are three major coronary arteries, each with several branches, supplying the heart with blood and oxygen. When these arteries become constricted by fat deposits, the efficiency of the coronary network is decreased and blood flow to a portion of the heart may be reduced. Exercise is believed to increase circulation within the coronary network in and near the area of coronary restriction.

Blood pressure

Blood pressure is the pressure exerted on the walls of the arteries as the heart pumps blood through the body. High blood pressure will make the heart work harder with less efficiency. Exercise has been shown to reduce blood pressure es-





pecially in those patients who are borderline hypertensive (subject to high blood pressure).

Blood lipids

Elevations of both cholesterol and triglycerides will increase the chances of the coronary arteries becoming restricted. Exercise has been shown to depress the triglyceride level 48 hours after exercise and may decrease the level of cholestrol. Apparently, people who exercise regularly, generally have a level of blood fats which is considered normal.

Overweight

Extra weight puts added stress on the heart by increasing its work load and elevating blood pressure. Regular exercise can contribute to a reduction of weight in several ways. First, exercise increases the body's energy needs with an accompanying increase in the expenditure of calories, contributing to weight loss or the avoidance of weight gain. Secondly, regular exercise results in a favorable body composition. Although pounds may not be lost, because of an increase in lean muscle, fat will be lost. This lean muscle participates in pumping blood back to the heart. Finally, an increase in lean muscle will increase the body's resting metabolic rate. The well-conditioned individual will burn more calories per day while at rest or asleep than a similar person who is out of shape.

Physic Stress and Tension

If you were to ask any of the participants in the Rutger Medical School exercise program how they feel after exercise, all would say either "terrific" or "great". Most would say that, as a result of the program, they feel more relaxed, sleep better and have an increased capacity to withstand physical fatigue throughout their working day. Although this evidence is purely subjective, some objective scientific studies have found significant relationships between the reduction of tension and exercise. Some physiologists feel that exercise is more beneficial than the leading tranquilizer in reducing tension.

Backache, Gastrointestinal Disorders and Cancer

Leading back specialists in the country agree that a majority of back problems are directly related to sedentary living. Back problems often arise when the postural and abdominal muscles are weakened and kept slack while the hamstrings are taut and contracted. This condition can be prevented through exercise and corrected through specific exercises.

Constipation is a condition in which one is unable to move gastric contents through the digestional tube. Exercise can play a role in correcting this problem by stimulating the mechanisms involved in moving the gastric contents through the system. Ulcers are usually a result of hyperactivity in the gastrointestinal tract. It has been found that mild or

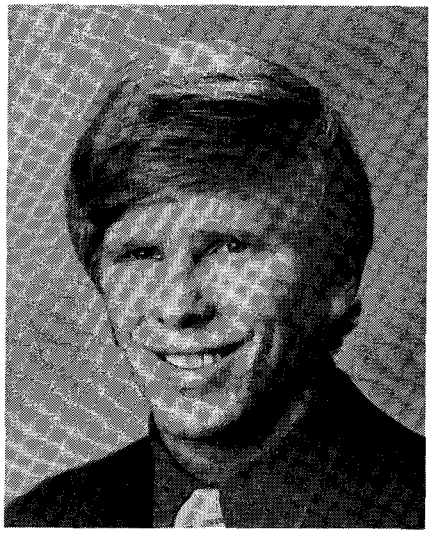
Continued on following page

Continued from previous page

moderate exercise decreases irritation in this region by reducing gastric secretion of acid.

Information about the effects of exercise on cancer is still very nebulous. There does seem to be some evidence to show an inverse relationship between exercise and cancer. For example, rats who exercise seem to have more of a reduction in tumor growth than rats who remain sedentary. More research is needed to determine whether this is also true in the human population.

Most important, on a daily basis, is the value of exercise in improving the *quality* as well as the *length* of life. Keeping the entire body in optimal health will not only stave off degenerative diseases, but will also keep an individual alert, fit, and able to enjoy every aspect of life more fully. □

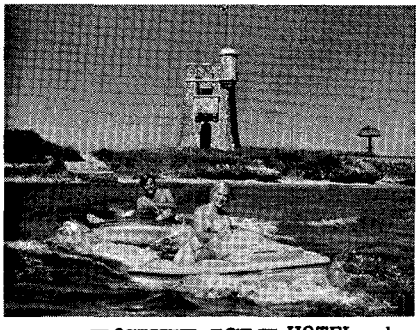


Professor Paul Lessack is Chief Exercise Physiologist and Director of Adult Fitness and Cardiac Rehabilitation at Rutgers Medical School-Raritan Valley Hospital in New Jersey. He was recently named an Outstanding Young Man in America for his contributions in the areas of diet, nutrition, physical fitness and exercise physiology to his community, education and his profession. Paul is a Boston Marathon runner and an English Channel swimmer.

CIRCLE READER SERVICE CARD NO. 30



Runaway Bay
HOTEL AND GOLF CLUB
P.O. Box 58, Runaway Bay, Jamaica, W.I.



TOWER ISLE HOTEL and TENNIS CLUB
Tower Isle Post Office
Ocho Rios, Jamaica, W.I.
Nick Brimo, General Manager

JAMAICA'S CHOICE FOR BUSINESS.

Here's the best choice for your group.

In Runaway Bay, the Runaway Bay Hotel. A famous place with a lake size pool, a beach that goes on forever, golf, tennis and horseback riding. (Accommodates groups of up to 300.)

In Ocho Rios, Tower Isle Hotel. A magnificent place with all watersports, a secluded beach, a private island, tennis and golf nearby. (Accommodates groups of 10-280.)

Both are beautiful hotels with luxurious rooms, exciting nightly entertainment and facilities for meetings, forums, lectures, seminars, banquets and private parties.

Why take a chance somewhere else when you have the best choice right here?

Operated by the Issa Family of Jamaica.
Telex 2168 ISSABROS JAMAICA.
Represented by the Leonard Hicks Organization.

Mr. R. Neiman, Dir. Mktg. & Sales, Issa Hotels
464 S. Dixie Highway—Suite 200
Coral Gables, Fla. 33146 (305) 661-8513
Please send me brochures and group rates for Jamaica's Choice: Tower Isle & Runaway Bay.

Name_____
Company_____
Address_____
City_____ State_____ Zip_____

ad index

Battle Creek Equip.	20
Beach Club Hotel	40
Brooks Rent-a-Car	52
Champion	15
Classified	49
Eastern Airlines	21
Eastern Steamship	40
Forest Trails	42
Greyhound	3
Hacienda	31
Hillerich & Bradsby	43
Holiday Inn	Cover III
Howard County	7
Issa Hotels	52
Loews Dominicana	4
Loews New York	41
Loyal Travel	47
MacLevy Helo	9, 23-30
Marcy Gym Equip.	Cover II
Mark 10	2
Miyata	22
Nat'l Bowling Council	10-11
Nat'l Car Rental	33
Professional Services	37
Shanker Industries, Inc.	33
Technicolor, Inc	Cover IV

Rent A Car in Vegas! FOR VOLKSWAGEN $1

FORD PINTOS $3.50 COMPACTS (Auto. Shift) $6
IMPALAS MUSTANGS $13 CADILLACS WAGONS $19
PER 24 HOURS PLUS MINIMUM MILES

BROOKS DOLLAR-A-DAY RENT A CAR
735-3344
For Reservations Call Toll Free
(800) 634-672

FREE AIRPORT & HOTEL PICKU
OPEN 24 HOURS
FOUR LOCATIONS
NEVADA'S LARGEST SINCE 1958
CIRCLE READER SERVICE CARD NO. 31

Companies that work and play together stay together



at Holiday Inn Resorts

For detailed information on our Group Package programs, just call our Group Specialists: Atlanta (404) 451-7105, Boston (617) 742-7630, Oak Brook, Ill. (312) 325-1225, Dallas (214) 744-1578, Hollywood, Calif. (213) 469-2274, New York (212) 868-1080, Essington, Pa. (215) 521-1700, Southfield, Mich. (313) 355-1062, Toronto, Canada (416) 360-1980, Arlington, Va. (703) 527-3384, Memphis, Tenn. (901) 362-4921, Miami, Fla. (305) 531-3471.

Holiday Inn®

Bermuda **Freeport** **Paradise Island** **Jamaica** **Aruba** **Curacao**

CIRCLE READER SERVICE CARD NO. 32

A strong program.

With our new Full-Service system, your members take part in a convenient mail order film processing club. There is no investment on your part and club members send no money with their orders. At the end of the month, Technicolor will send each member a bill for the services they used.

If your organization qualifies for the program, Technicolor can help give you the financial muscle necessary to build a strong physical fitness program for your employees. With this system, you can receive a commission on total sales. Or, you might like to pass it on to your members and have them receive a discount on all purchases. It's up to you, and whichever way it's divided, it becomes an extra benefit for everyone involved with no effort at all.

Technicolor®

Technicolor, Inc.
6311 Romaine Street
Hollywood, California 90038

Attn: Lee Coscino
Director CCC Prograr

☐ I WOULD LIKE YOU TO CALL ME ☐ PLEASE SEND ME MORE INFORMATION

NAME_____

TITLE_____

COMPANY NAME_____

COMPANY ADDRESS_____

CITY_____ STATE_____ ZIP_____

COMPANY PHONE (INCLUDE AREA CODE)_____



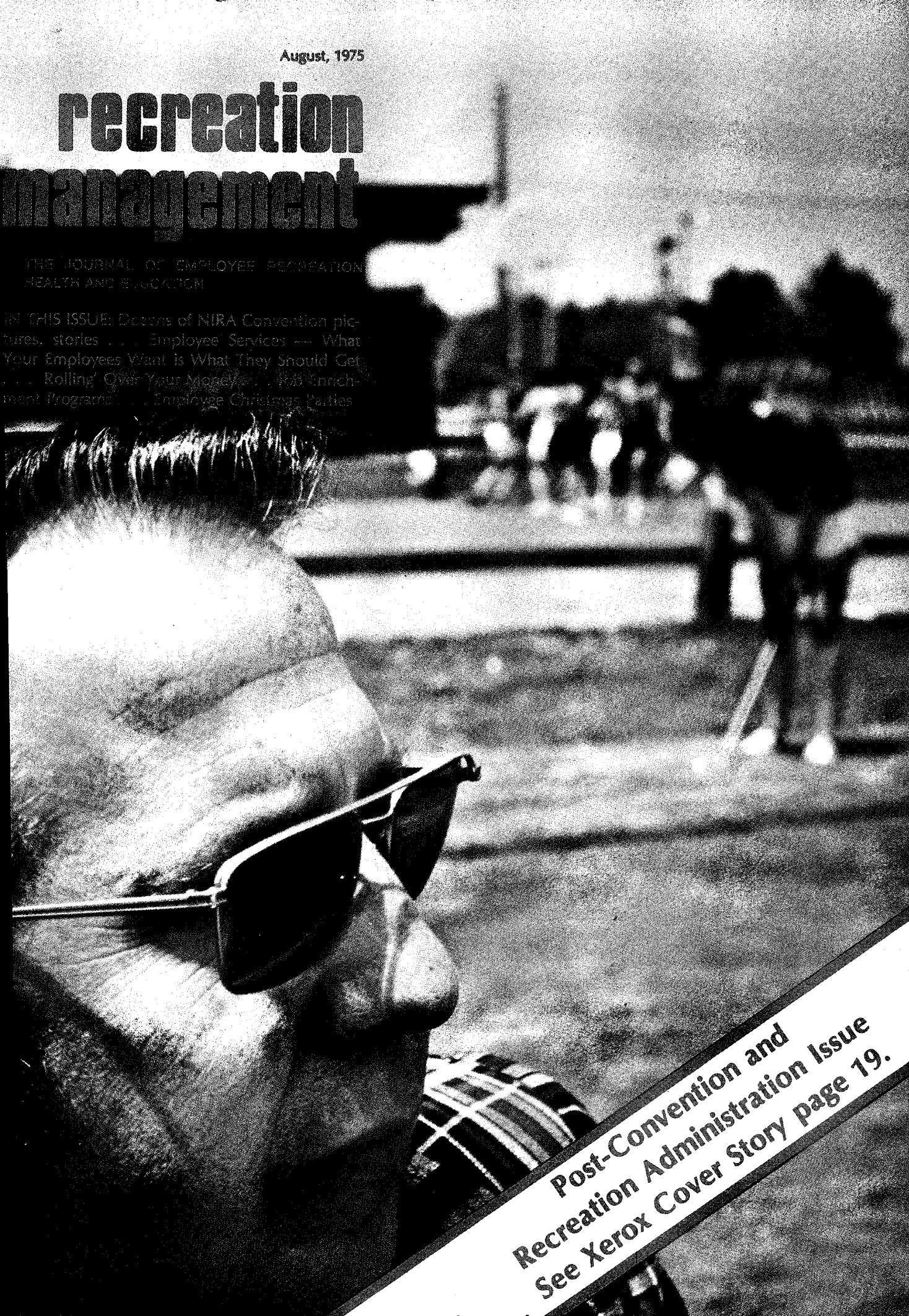
CIRCLE READER SERVICE CARD NO. 33

August, 1975

recreation management

THE JOURNAL OF EMPLOYEE RECREATION HEALTH AND EDUCATION

IN THIS ISSUE: Dozens of NIRA Convention pictures, stories . . . Employee Services — What Your Employees Want is What They Should Get . . . Rolling Over Your Money . . . Job Enrichment Programs . . . Employee Christmas Parties



Post-Convention and Recreation Administration Issue

See Xerox Cover Story page 19.



SAVE Up To 25% Discount For Your Employees!

Write for details on our attractive "Inflation Fighter" merchandise discount programs, one of which includes a Lifetime Service Warranty, (unprecedented in the biking industry).

Virtually every employee and his family can ride a bike. This insures acceptance of this unparalleled offer and can lead to increased popularity of your recreation program.

Biking is healthful, energy saving, good for the ecology, and best of all fun! Miyata provides free assistance and literature for bike club development.

Imported by: TOYODA AMERICA, INC.
5520 W. Touhy Ave., Skokie, Illinois 60076 TEL:(312) 677-3650

MIYATA

CIRCLE READER SERVICE CARD NO. 1

EXECUTIVE DIRECTOR
MICHAEL A. FRYER

PRESIDENT
MILES M. CARTER, CIRA
McLean Trucking Company
Winston-Salem, North Carolina

PRESIDENT-ELECT
WILLIAM B. DeCARLO, CIRA
Xerox Corporation
Rochester, New York

VICE-PRESIDENTS
HOWARD D. BUNCH
First National Bank of Denver
Denver, Colorado
MELVIN C. BYERS, CIRA
Owens-Illinois, Incorporated
Toledo, Ohio
ARTHUR L. CONRAD, CIRA
Flick-Reedy Corporation
Bensenville, Illinois
FRITZ J. MERRELL, CIRA
Olin Corporation
Pisgah Forest, North Carolina
RICHARD H. WILSMAN, CIRA
S. C. Johnson & Son, Incorporated
Racine, Wisconsin

IMMEDIATE PAST PRESIDENT
EDWARD M. BRUNO, CIRA
3M Company
St. Paul, Minnesota

TREASURER
JOHN W. MEYER, CIRA
Motorola, Incorporated
Schaumburg, Illinois

DIRECTORS
SR. JOSE EMILIO AMORES
Prevision Social Grupo Industrial
Monterrey, N.L., Mexico
MARK ARMSTRONG
Xerox Corporation
Dallas, Texas
RICHARD BROWN
Texas Instruments, Incorporated
Dallas, Texas
ELIZABETH BURCHARD
Northwestern Bell Telephone Company
Omaha, Nebraska
KIRT T. COMPTON
Eastman Kodak Company
Rochester, New York
VON CONTERNO
Pratt & Whitney Aircraft Club
East Hartford, Connecticut
JOE CORRIGAN
Danly Machine Corporation
Chicago, Illinois
GEORGE K. GRIGOR, CIRA
Kodak Canada, Limited
Toronto, Ontario, Canada
REYNOLDS JOHNSTON
Monsanto Company
Pensacola, Florida
JOHN LESLIE, CIRA
3M Company
St. Paul, Minnesota
ROY L. McCLURE, CIRA
Lockheed-Georgia Company
Marietta, Georgia
RAY MENDOZA, CIRA
Convair Recreation Association
San Diego, California
NICK M. MIKETINAC
Charmin Paper Products
Green Bay, Wisconsin
EUGENE MILLER, CIRA
Michigan Bell Telephone Company
Detroit, Michigan
GEORGE MULLEN
Frigidaire Employees Recreation
Association
Dayton, Ohio
CHARLES J. PLACEK, JR.
Motorola, Incorporated
Scottsdale, Arizona
EL W. PORTER, CIRA
Raytheon Company
Andover, Massachusetts
OSEPH R. SCALZO, CIRA
Sun Oil Company
Toledo, Ohio
OSEPH C. SCHRANCK, CIRA
E. I. du Pont de Nemours & Company
Wilmington, Delaware
AVE SHANKER
Shanker Industries, Incorporated
Cleveland, Ohio
TEPHEN D. WALTZ, CIRA
Cummins Engine Company
Columbus, Indiana

recreation management

Volume 18, Number 6

contents

4 **Don't Speak or Hire a Speaker Until you've Spoken to a Professional Speaker's Bureau** *by Robert P. Walker*
6 **'Rolling' Over Your Money — How to Invest & Spend Wisely** *by Stephen Waltz*
8 **Employee Services — What Your Employees Want, is What They Should Get** *by Mark Armstrong, Dick Brown and Jerre Yoder*
16 **How Dofasco Spreads Christmas Cheer Among 32,000**
19 **Cover Story: A Look Ahead With William B. DeCarlo**
21 **Scenes of 34th Annual NIRA Convention**
38 **Managing Your Board of Directors Effectively** *by Dick Brown and George Mullen*
39 **Charles J. Pilliod's Employer of the Year Address**
42 **Measuring Recreation's Effect Upon Productivity** *by Drs. Reginald Carter and Bob Wanzel*

departments

2 **News in Brief**
3 **NIRA News**
10 **Travel Spotlight**
15 **Associate Profiles**
47 **Good Things to Read**
50 **Names in the News**
51 **Constructive Comments**
52 **Washington Scene**
54 **New Products**
56 **Meet Your Board**
56 **Advertisers Index**

PUBLISHER
Michael A. Fryer
EDITOR
Margaret Crane

PUBLICATIONS ADVISORY BOARD

ROBERT L. BARBOUR
EDITOR-PRESIDENT
PR Publishing Co., Inc.
Meriden, N.H.

ARTHUR W. BLANKENBURG
A. Blankenburg Associates
Graphic Design
Schiller Park, Ill.

MICHAEL P. DINEEN
PUBLISHER
Country Beautiful Corp.
Waukesha, Wisc.

ARTHUR L. CONRAD
(CHAIRMAN)
VICE PRESIDENT,
Public Relations
Flick-Reedy Corp.
Bensenville, Ill.

MELVIN C. BYERS
CORPORATE COORDINATOR OF
PERSONNEL ACTIVITIES
Owens-Illinois, Inc.
Toledo, Ohio

JOHN McGEHEE
DIRECTOR OF PUBLIC RELATIONS
Kiwanis International
Chicago, Ill.

TOM REID
DIRECTOR OF PUBLIC AFFAIRS
Illinois Manufacturers Association
Chicago, Ill.

JAMES D. HESSMAN
NEWS EDITOR
Seapower Magazine
Washington, D.C.

Published monthly, except combined issues in December-January and May-June, by the National Industrial Recreation Association, 20 N. Wacker Drive, Chicago 60606. (312) 346-7575. Sixty days notice in writing with old and new zip codes is required for uninterrupted service in the case of address changes. Subscription rates are $5 annually or 50¢ per issue. Views expressed by contributors do not necessarily reflect the opinion of the association.
Controlled circulation postage paid at New Richmond, Wisconsin 54017. POSTMASTER: send form 3579 to 20 N. Wacker Drive, Chicago 60606.

MARK 10 LTD.

It's you give them superb travel at new low prices.

Check out these great land-package rates:

Las Vegas
(3 days, 2 nights) . . . from $43.00*

Disney World
(4 days, 3 nights) . . . from $78.00*

East Africa
16 days . . from NYC $1,399.00*

Special Group Rates
(*per person, double occupancy)

Send for complete details on these or other destinations — including lowest available air-fare rates or call (312) 440-1990

MARK 10 LTD.
919 No. Michigan Avenue
Chicago, Illinois 60611

CIRCLE READER SERVICE CARD NO. 2

Manufacturers • Importers • Distributors

of

TOYS • INDUSTRIAL PREMIUMS • PARTY FAVORS • SPECIALTIES • BINGO EQUIPMENT & SUPPLIES

SHANKER INDUSTRIES INC.

Dave Shanker
1640 SUPERIOR AVENUE
CLEVELAND, OHIO 44114
(216) 241-3817

CIRCLE READER SERVICE CARD NO. 3

news in brief

Women's Boxing Assn. formed

The International Women's Boxing Association has been formed in California. Goals of the organization are to provide information about new developments in women's boxing; to aid manufacturers in forecasting the growth in women's boxing, and to expand the recreation opportunities in the sport.

For information write: Bruce Smith, IWBA Business Mgr., 226 Larsson St., Manhattan Beach, Calif. 90266 or phone (213) 372-1404.

'74 3rd best year in swimming pool sales

Some 91,500 pools were sold in '74, the third largest year in history, according to **Swimming Pool Weekley** magazine. Of the pools sold, 75,600 were residential and 15,900 non-residential.

Senator urges U.S. travel industry to 'organize'

United States Senator Daniel K. Inouye (D-Hawaii) predicted at the recent Discover America National Travel Mart & Conference in New Orleans, that if the U.S. tourism industry had worked together in the past, it would have never been declared "non essential during the nation's energy crisis last year."

The Senator said that recreation and leisure are important to Americans and without these releases "we take the risk of becoming a nation of nervous wrecks." As examples of the importance of recreation in other parts of the world, Senator Inouye cited the European custom of demanding employees take their vacations, and he noted how the larger Japanese corporations provide recreational areas for their employees to enjoy away from the office or factory.

Caribbean market for husbands, wives

According to a recent study, the Caribbean travel industry should place increased emphasis on attracting first-time husband and wife visitors. The study, conducted by **Better Homes and Gardens** in cooperation with the Caribbean Hotel Association and the Caribbean Tourism Research Center, queried recent Caribbean visitors. The final report was based on a sample 712 respondents, a 65 percent return rate.

Bowling again leads Presidential Sports Award

For the third year, bowling continues to lead the list of presidential sports awards according to figures released by the President's Council on Physical Fitness and Sports. The award program gives adults across the country a chance to participate in any one of 39 sports to win this national physical fitness honor. Jogging is in second place with bicycling in third place.

Women's injury rate

According to two Ohio State professors who conducted a study of 241 athletes to determine the types and frequency of injuries they sustained in intercollegiate sports, women, they report, are capable of strenuous exercise and can undergo training and conditioning to improve skill and physical condition. Within their own groups, we don't see any sport in which they can't compete, the Ohio State men said.

According to the Shaffer-Turner study, gymnastics has the highest injury rate followed in order of injury rate by basketball, field hockey, swimming, volleyball, track, softball and fencing. The most frequent injuries are sprains, contusions and bruises.

nira news

Get Set for Hobby Month

A joint Congressional Resolution introduced by Congressman Edward Roubal (D) California and Senator Jacob Javits (R) New York, has proposed October as National Hobby Month.

Hobby Month is an annual event sponsored by NIRA Advertiser & Exhibitor, the Hobby Industry of America. Each year, NIRA company members coordinate events to correspond with this national event.

This year the Month is tied in with the Bicentennial with emphasis on Colonial craftsmanship.

For information, contact Jane Goldsmith at the HIA, Suite 1101, 200 Fifth Ave., New York, N.Y. 10010 or phone (212) 924-4262.

Free brochure to NIRA members

"How to Plan and Organize a Successful Outing," published by Six Flags Over Mid-America, is available to NIRA members free of charge and to non-members for 50 cents. Write: P.O., Box 666, Eureka, Mo. 63025.

Phoenix IRC Members



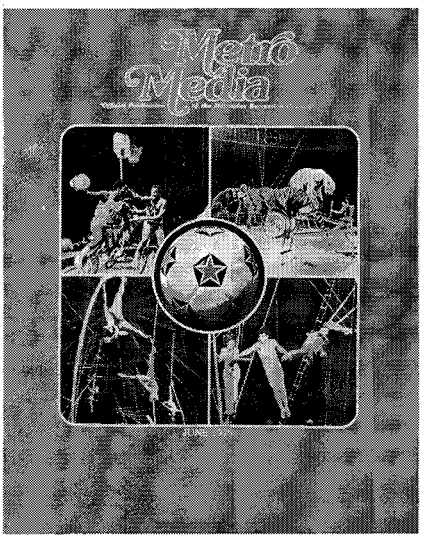
miling at the success of the Phoenix Industrial Recreation Council, which recently ined NIRA with 77 members, are new Board members (from left) Mary Smvlie, ice President; Milt Rouss, President, PERA Club, Salt River Project; Roger Kline, easurer; Mary Graziano, Special Services & Discounts; Jean Webster, Secretary; hn Bonner, Executive Secretary; Kevin Seaman, Special Events, and Ed Simon, ublic Relations.

NIRA joins council of travel industry associations

NIRA is a member of the newly formed National Council of Travel Industry Associations. Formation of the Council took place during the Discover America National Travel Mart and Conference in New Orleans recently, when representatives of some 17 travel-related associations met to discuss the need for better communications between associations representing the various components of the tourism industry.

NIRA, RM Salute Dallas Metroplex

The newly-formed Dallas Metroplex is thriving and burgeoning in size. Recently, the council "arrived" not only by recruiting more than 70 members, but with publication of its first four-color, slick publication — **Metro Media Magazine.** The publication, the first in the Dallas-Ft. Worth area to focus on sports and recreation, will be distributed eventually to 100,000 wage earning residents of the Metroplex. The publication is a reflection of the ideas and attitudes of the employees of major companies and industries in the area. NIRA and RM salute the Metroplex and its "new baby" **Metro Media** and wish both good luck in coming months.



Employee Activities Director:

HOWARD COUNTY MARYLAND

presents
Diversified Programs of Activity
and
Wide Choice of Accomodations
for
Week-end GROUP VACATIONS
via
AIR · AMTRAK · BUS
Write for Packet of
INFORMATION

Walter A. Henley
County Office Building
Ellicott City, Maryland 21043

CIRCLE READER SERVICE CARD NO. 4

Don't Speak or Hire a Speaker Until You've Spoken to Professional Speaker's Bureau

by Robert P. Walker
Chairman, President
America Program Bureau, Inc.



PICTURE this: it's your trophy banquet. The arm-folded, clock-watching audience remains barely awake as the speaker bores them with the same stale jokes. You say to yourself, "This guy was good at Jim's meeting two years ago, I wonder what happened. I can't go to another meeting like this — nevermind be responsible for it. There must be a better way!" There is . . .

Successful programming depends on the meeting planner's ability to match up the audience with the right program. Here is where narrow thinking is a real liability. For instance, a professional ball player may not be the ideal speaker at a sports banquet where half the audience is comprised of wives. And managers may not want to be told for the hundredth time "How To Be Motivated" yet they may be fascinated by Joe Sorrentino whose life, from Brooklyn gangleader to Harvard Law School Valedictorian and Juvenile Court Judge, is a portrait of a man who, against incredible odds, has been motivated to succeed. His moving presentation motivates an audience far more than another "how to" lecture.

The perfect speaker for your company function might not be among the speakers you're personally familiar with, and yet how can you possibly know who would do the best job?

One solution to this programming problem is utilizing a professional speaker's bureau. A bureau has information about hundreds of speakers and entertainers. You won't have to wait months for a reply to your 10 letters to David Cronkley regarding his availability and fee. A bureau can supply you with these facts in a few moments.

A bureau can also help save you money because their professional coordinators know logistical details: whether Speaker X travels First Class only, or whether a personality like the globe-trotting David Frost, who is based in London, might be available for a tie-in engagement for a substantially lower fee because he had already planned to be in a general area.

The advice a bureau provides you with ranges from how to cut down on speaker's outrageous taxi fees to what to do in case of speaker cancellation — to actually shaping the program itself.

Most bureaus screen their programs, and thus are better able to suggest tailor-made recommendations for your particular function. The bureau's professional coordinator is concerned with the total success of your program, because success means recurrent business, and long-term association with you. Therefore, he will give you the low est fees possible, and suggest th most innovative programs. **Use Versatile Speaker in Many Ways.**

A creative meeting planner ca utilize a versatile speaker in mar ways without incurring too muc additional expense. For exampl Loretta Long, "Susan" of Sesam Street, can not only speak for general audience about th influence of television on childre but she could combine her vis with a special children's program o the same day.

Another example of stretching your dollar creatively is to use someone who puts on an entertaining demonstration, such as an afternoon seminar on the principles of meditation — how a few moments a day can aid in relaxation, improve concentration, and add zest and energy to life.

In speaking to meeting planners through the years I've found that one of the most common questions is: "What do I pay the speaker, and how do I know what he is worth?"

A speaker is worth what you want to pay him! Speaker's fees range from $500 to $5000, entertainer's fees run a little higher, depending on the visibility of the personality. The most important advice I can give you if you book a speaker directly is this: don't tell him what your budget is — ask him what his fee is!! Also, try to nail down his expenses — exactly what will they comprise — or else don't be surprised when you get his bill! A loose definition of the term "expenses" will usually cost the planner much more than he anticipated.

Contrary to popular belief, we've found that most organizations pay more money when they deal directly with a speaker than when a professional bureau handles the booking. It's common sense that when a speaker knows your group wants him, he'll ask top dollar.

Professional bureaus act as fee-stabilizers. They don't have to push one speaker or entertainer, and they're interested in you as a repeat customer, not as a one-night stand. It's important to remember that **you** don't pay for a bureau's services. The **speaker** pays a commission to the bureau for the complete professional handling of the booking — from its inception to the departing travel arrangements.

Inter-industry and inter-association pooling of knowledge about speakers can be helpful to meeting planners. Yet everyone knows that what worked for one meeting may not work for another.

There is no ultimate answer to all program-planning problems, but I can say that a little creative thinking goes a long way towards keeping audiences awake. □

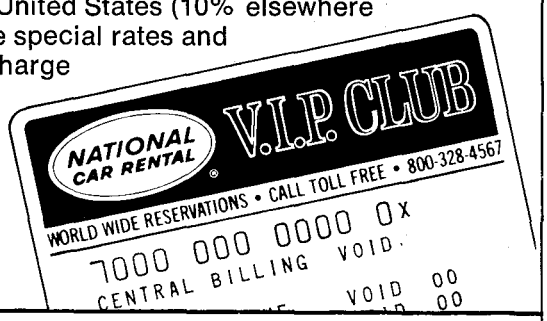
About the author

Walker worked in Corporate Public Relations for Hill & Knowlton, Inc. while attending City College of New York. He relocated to Boston in 1960 and worked as the National Sales Manager for a small lecture bureau. Walker formed his own company, the American Program Bureau, in January 1965.



National Car Rental offers a 20% discount (10% internationally) to all the members of the National Industrial Recreation Association

Each member of your group may qualify for National Car Rental's V.I.P. Card that automatically entitles them to a whopping 20% car rental discount in the United States (10% elsewhere — except in Canada where special rates and terms apply). Plus V.I.P. charge privileges at National Car Rental Truck Rental & Leasing locations, Hilton Hotels, and Rodeway Inns. And don't forget — we offer S&H Green Stamps on U.S. rentals.



Clip the coupon below and return it to us for complete details. Your fellow Association members will thank you.

Please send me _____ V.I.P. Credit Card application forms.

Name_____

Title_____

Company_____

Address_____

City_____ State_____ Zip_____

Phone_____

Send coupon to:
Wayne Herberger, Manager
Group & Convention Sales
National Car Rental System, Inc.
5501 Green Valley Drive
Minneapolis, Minnesota 55437

TILDEN Rent-a-car
europcar
NATIONAL CAR RENTAL



We feature General Motors cars

NATIONAL CAR RENTAL **National Car Rental**

the Challenge of Change!

OFFICIAL NIRA CASSETTE PROGRAM ANNUAL CONVENTION, KINGSTON, JAMAICA

The following are live recordings from the convention. Cassettes are available at $5.95 each. With every order of 12 cassettes, you will receive a FREE 12 cassette storage case, plus a 10% discount.

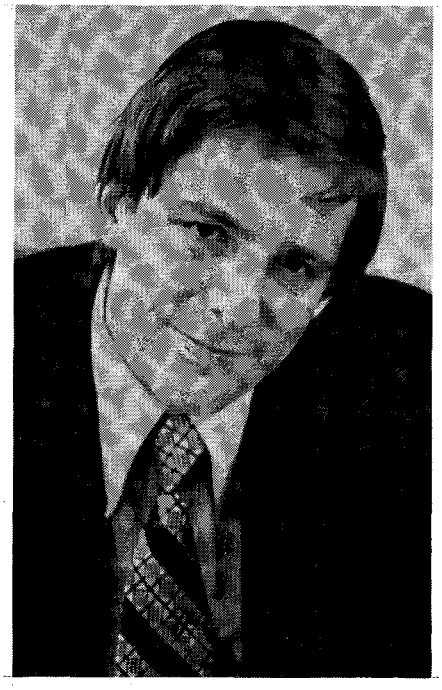
- ☐ 1a OPPORTUNITIES FOR EXPANDED RELATIONSHIPS BETWEEN INDUSTRY & THE ACADEMIC COMMUNITY
- ☐ 1b OPPORTUNITIES — PART TWO
- ☐ 4 A NEW LOOK AT OSHA AS THE STATES TAKE OVER ADMINISTRATION OF THE ACT
- ☐ 5 MEASURING RECREATION'S EFFECT ON PRODUCTIVITY
- ☐ 7 WORKSHOP ON PROGRAM IDEAS
- ☐ 8 DEVELOPMENT OF A COMPREHENSIVE EMPLOYEE-EMPLOYER COMMUNICATION PROGRAM
- ☐ 9 HOW TO START AN IN-HOUSE TRAVEL DESK/WHAT IS ITC,GIT,OTC,FIT, Etc. TRAVEL
- ☑ 10 DEVELOPMENT & INSTALLATION OF FITNESS TRAINING CENTERS
- ☐ 11 EMPLOYEE SERVICES ON THE MOVE — THERE ARE BROADER HORIZONS AHEAD
- ☐ 12 MANAGING YOUR BOARD OF DIRECTORS EFFECTIVELY
- ☐ 16 PROGRAM IDEA EXCHANGE SEMINAR
- ☐ 18 CHARLES J. PILLOID — "EMPLOYER OF THE YEAR" ACCEPTANCE SPEECH
- ☐ 19 COMMUNICATIONS CREATE MORE SALES (FOR SUPPLIERS TO NIRA MARKET)

Direct all orders and payments to:

NIRA CASSETTES
c/o EASTERN AUDIO ASSOCIATES, INC.
150 WASHINGTON BOULEVARD,
LAUREL, MD. 20810

'Rolling' Over Your Money — How to Invest & Spend Wisely

by Stephen D. Waltz
Recreation Director
Cummins Engine Co.



CIRA Steve Waltz, NIRA Vice President of Tournaments & Services, has served on the NIRA Board two years. As Recreation Director of the Cummins Engine Co. Recreation Association, he has received the NIRA Citizens Savings Award and several Certificates of Excellence for his various programs. He was graduated from Purdue University with a bachelor's degree in humanities and received his master of science degree from the University of Washington, Seattle.

Recreation directors can make money by investing properly — Steve Waltz discusses his experiences to suggest ways to make profits from your 'profits'

Editor's note: In developing the following story on the financing of recreation programs, Waltz remarked about the enormous amount of material available on the subject. After much work, sifting through, selecting and refining the subject matter on this topic, he has prepared an interesting and highly informative article dealing with the various ways to finance a recreation program — spending money wisely on such a program — and how to invest intelligently any excess monies.

IN hard economic times such as these, business recoveries will most likely be of shorter duration with less time between economic recoveries and recessions. Therefore, now more than ever before, recreation program directors need to seek and develop new income sources and must be constantly on the alert for new ways to cut expenses.

Financial Forecasting — a Handy Tool

ANY discussion on financing recreation programs, I feel cannot be accomplished without first having a proven system of financial forecasting. Financial forecasting, though not always accurate to the penny, does provide a means by which financial income and expense output can be projected for a few months at a time or as necessary up to five or more years at a time. A good system of financial forecasting enables a program director to track future monetary expenditures. Forecasting, such as this, will indicate also potential periods of recession in the future. Your company's financial department is an excellent source in helping to develop a good financial forecast.

A Potpourri of Financial Resources

IN the development of financial resources for recreation programs, one finds again many options. However, for the sake of brevity, I have limited myself to a few major sources of income.

Most programs are generally financed in one of three ways or a combination of these ways. These are: vending machine returns, company subsidies, or employee dues. In all cases of program financing, and in most every phase of finance itself, a time economic uncertainity could result in a decrease in realized income. How much of the decrease can be absorbed by any individual program will depend upon the forecasted budgeted bank balance.

When a bank balance lowers to the point that a deficit is apparent remedial action should be taken by management. At this point, the program director is faced with a decision to cut expenses, increase income, or utilize a combination of both. However, most departments find it hard to curtail expenses. In most cases, expenses are already minimal. In addition, the elimination of programs and services may cause discontent among employees toward the recreation department. Nevertheless, the cutting of selected expenses should be examined first before other areas of income production are explored and utilized. Then, if other income sources a

needed, a program director could turn to a number of income producing programs offered by N.I.R.A. advertisers, Associate Members and various other groups.

Many industries have also unique ways of raising monies within their own plant. Such is the case of State Farm Insurance Company, Bloomington, Ill. Here employees collect paper which is then turned over to another company for re-cycling. Subsequently, the Recreation Association receives income off of the paper turned in for re-cycling.

One income producing source usually overlooked by most program directors is that of utilizing investment opportunities and programs. Wise investment practices can be the source of many thousands of extra dollars per year. The second half of this article will be devoted to such programs and opportunities as well as delegating some thoughts on how to spend money intelligently.

'you can't invest without financial forecasting'

Investment Opportunities

THERE are many types of investment opportunities available to recreation departments. These include stocks, bonds, certificates of deposit, U.S. Treasury Notes, savings accounts, and other special investment programs. Each of these plans shall be discussed briefly.

Stocks, while not guaranteeing a set rate of return, do obviously provide a handsome return when invested wisely. However, in buying stock as a Recreation Association investment, you are using employee money. Consequently, if money is lost in the investment process, the question quickly becomes that of placing responsibility for the loss of funds.

Bonds, while they may guarantee a set rate of return, pose a different major problem. The maturity date is usually over a significant period of time.

Certificate of deposits are perhaps the best investment to explore. They provide a good return for the money. A rate of return is dependent upon the length of time the department intends to let the money remain on deposit. In addition, varying maturity dates allow money to become available at set periods of time. Thereby, a department may, through a conscientious investment program, have money available for use at any time.

U.S. Treasury Notes may be purchased from the United States Government. These are sold through brokerage houses and are usually available for a period of 90 days. They have a guaranteed interest income rate which is published daily in the **Wall Street Journal** or a local newspaper. In order to purchase Treasury Notes a large capital investment is required to "break even" once commissions are paid to the brokerage firm.

A fourth investment opportunity available to recreation departments is a regular passbook savings account. Such accounts provide a good place to invest excess monies from checking accounts. When money is quickly needed it is accessible.

An additional source are special investment programs, often offered through most banking institutions. In this type of program, a substantial initial investment is given to a local savings institution. These institutions are then allowed to re-invest these monies as they see fit, usually for a period of 30 days. A high rate of return can usually be guaranteed. However, a problem may occur, once again, from the use of employee funds in a speculative venture.

There are many types of investment programs available to recreation departments. The main thing to remember, as a program director, is not to let excess monies "sit around." Put these monies to work in some type of investment program. After all, why should a bank be the only one to make money off of your money.

A Sound Purchasing Policy

WISE spending of funds is dependent upon the development of a sound purchasing policy. Four "possibles" should be used in developing such a policy. Buy in quantity whenever possible. Significant discounts can be found when this process is followed. Buy quality whenever possible, as quality pays for itself in the long run. Buy locally whenever possible. As a result, money will be kept in your community. Bid the product or job whenever possible. Competitive bids assure a fair price for the product or job. I might also mention that by doing a job "time and material" instead of by bid, significant savings may sometimes be realized. However, constant supervision of this type of work is required to assure that money is being spent in the best way possible.

The management of a sound financial program requires its manager to be a good "doctor." Management of this program requires constant check-ups. Good program management allows for an approved system of financial forecasting, practical use of present funds, intelligent selection and use of outside income sources as needed, and a logical and consistent purchasing policy.

Because of the broadness of a financial program and the influence of local factors, the development of one practical program for everyone is impossible. The main things to remember is development and continuance of a sound financial management policy for any recreation department is a must. Put your money to work for you. □

Recreation part of workmen's compensation

A Maryland Court of Appeals has broadened the definition of work-related activities covered by the state's workmen's compensation statutes. Recreational activities, such as touch football or picnics that are "encouraged (or authorized" by a company are considered by the courts to be work-related. Therefore, any permanent injuries that occur in the course of such activities must be compensated. An article citing details of the case in which this opinion was handed down appeared in a recent issue of the **Washington Post.**

Employee Services — What Your Employees Want is What They Should Get

NIRA Associate Members, such as Forest Trails of America, have something to offer Recreation Managers who want to provide their employees with a service which will make money to upgrade existing programs.

by Mark Armstrong, Mgr. of Employee Activities, Xerox, Dallas, Vice President — Dallas Metroplex Council
Dick Brown, General Manager, Texins Association, Texas Instruments, President, Dallas — MRC
Jerre W. Yoder, Manager, General Dynamics Recreation Association, General Dynamics Corp., Vice President — Dallas MRC

BOWLING to bait-casting, ticket sales to travel programs, people are participating as never before in industrial recreation programs. Whatever degree of skill or service engaged in, it's all goodtime fun, relaxation, escape and competition — a way in which the working world may satisfy athletic, social and cultural stirrings and reap a measure of enjoyment.

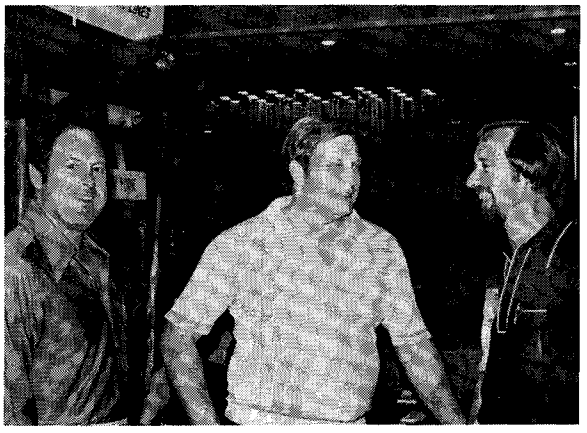
Providing recreational, cultural and social activities unavailable to employees anywhere else as a low-cost, high-benefit opportunity is the key behind **recreation/employee services.** And while the traditional forms of industrial recreation — softball, volleyball, baseball — continue to hold forth in numbers, less common employee services are coming into their own as services designed to keep the working mind whirling and the employee as satisfied as possible.

Concurrent with the changes in the field of industrial recreation, due to people's changing tastes — more leisure time and the economy — the role of the recreation director is slowly changing too. Today we find the recreation MANAGER has new responsibilities. Suddenly, he has been cast into the role of an employee services administrator. Today's Recreation Manager is like any other corporate manager, an executive in charge of a small business whose tasks involve not only recreation, but administration, personnel management, maintenance and financial control.

In many corporations, employee services used to be under the aegis of Industrial Relations or Personnel, but as fringe benefits become too expensive to extend, recreation is inheriting this responsibility. Now, rather than providing fringe benefits per se, recreation managers are providing specially designed and administered employee services.

Is the Recreation Director able to handle his new responsibility? We welcome it, for it gives us a chance to try new ideas and people say "hey, look what recreation is doing for us." Anything that is an additional service to the employee is better for recreation's image to management and employees.

The clever, aggressive recreation director should take full advantage of his new status. The less aggressive director, who feels all his employees need are sports, will find his programs possibly in jeopardy — the very survival of his recreation de



NIRA Associate Member (from left) Dick Wensel and Daryl Wolfswinkel of Forest Trails of America, Inc., talking to Dick Brown about employee services.

partment threatened. Sports programs simply do not involve enough people and cannot generate enough money to help your programs survive financially especially in these economic times.

As recreation managers, we must use employee services programs to bolster our credibility and status within the company. Management cannot be sold on recreation alone, for example, when only 20 percent of employees participate in recreation programs. Implementing credit unions, fund drives, ticket sales, company stores (such as Miyata & Benrus Merchandise sales programs), buying services may involve perhaps 50 percent of the employees now. This looks good to management who sees numbers and is sold on the effectiveness of the program.

'Employee services may be used to raise money to upgrade existing programs'

There are additional advantages to implementing employee services. Although many companies subsidize recreation programs, there are ways of using employee services programs to raise money, which in turn, may be invested or spent to upgrade existing programs.

Many of us sell discount tickets, or sponsor travel programs or have vending machines, and there are a myriad of other types of services to consider which will generate funds.

For example, a NIRA Associate member, Forest Trails of America, Inc., has initiated a unique employee service designed to generate funds for recreation programs while offering a convenience to employees.

Professional Land Sale Approach

Through a unique group marketing concept, Forest Trails is working hand-in-hand with our three companies, the Dallas Metroplex Council (70 member companies) and NIRA, in offering a professional approach to real estate and home investment properties sales.

After addressing recreation directors perhaps at a Dallas Metroplex Council meeting, Forest Trails representatives will go to company top management to discuss the benefits of making its programs available to the company employee. Top management is given all necessary resources to check their veracity and the legality of the company through Dun & Bradstreet reports, financial statements and other tools. Once the company approves the Forest Trails program, the employee will be offered a land package which has been thoroughly investigated by the company financial and legal departments — something the individual, as a rule, could not afford to do on his or her own.

What's in it for the recreation department and the company? If the company elects to initiate the program, the recreation director receives for the program a handling fee based on the amount of property sold or an initial fee of money to use to cover promotional costs incurred. This money, in turn, is to be plowed back into improving other recreation programs or for investment purposes.

Once Forest Trails has the okay to introduce its program, their reps do all the work. A booth may be set up in the company cafeteria where questions are answered and appointments set up. In addition, Forest Trails has designed such promotional materials as posters, table tents and advertisements. For more information, contact Dick Wensel at 4350 E. Camelback Rd., Phoenix, (602) 955-6500.

'Employee services involve more people which impresses top management'

This is a unique way to expand your recreation/employee services program — offering more for everyone. You are involving more people which impresses top management, and the money generated through such an effort may be used to upgrade existing programs or for implementing new employee services.

'Discount Tickets'

There is more. Six Flags, Disneyworld-Disneyland, Sea World, all the themed parks and many local entertainment and professional sports agencies offer discount tickets to groups. The recreation director who sells these tickets will receive a percentage of the sales which is put back also into the recreation program. Contact NIRA for details about this.

Buying Club

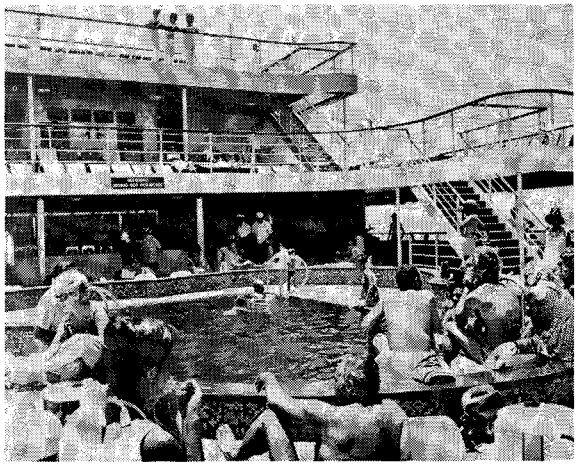
What about a buying club to raise funds while providing an invaluable employee service? At Texas Instruments, the Texins Association has hired a professional buying service to sell anything from refrigerators and T.V. sets to cars to employees at reduced rates. The recreation association then receives a percentage of the sales. Again this is an additional way to generate money for recreation programming and a device to involve more employees. This kind of service is available in many forms and to any recreation who has the initiative and resources to implement it. For more details, contact Dick Brown at TI.

We stress before initiating any of the erstwhile mentioned programs, make sure they are sound. A recreation director who offers his employees one bad experience may lose employee interest forever. It's not like the retailer whose customers go away, our customers don't go away. So, do your homework before considering any project.

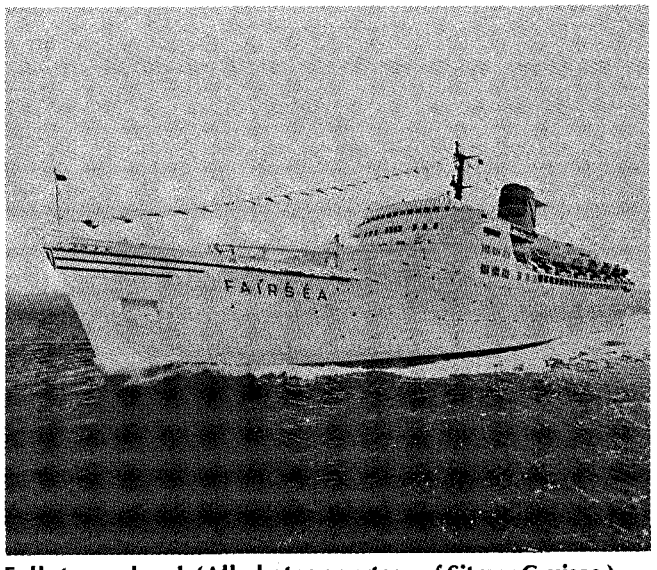
Indeed, whooping and hollering and the exercising and running of men and women as a demonstrative emotional release, is good and needed. But as society is changing and people want new advantages and to develop new interests, you as recreation professionals must take advantage of this and change with the times. For the ambitious, innovative recreation/employee services manager, these are terrific times to expand and professionalize. □



Picturesque Puerto Vallarta on the Mexican Riviera is a port of call regularly visited by cruise lines.



Passengers relax in and around one of the three pools on this ship which cruises to Alaska and the Mexican Riviera from Los Angeles.



Full steam ahead. (All photos courtesy of Sitmar Cruises.)

Cruising: Don't Miss The Boat . . . er, Ship

by Stephen F. Forsyth
Vice President-Sales
Sitmar Cruises

CRUISE vacations are "in"! Recent travel industry figures prove how far cruising has come in recent years. During 1975, for example, approximately one million passengers sailed on the 80 to 90 cruise ships serving U.S. ports. This marks an increase of 54 percent over the 650,000 passengers who sailed in 1970.

Reasons for cruising's surging popularity are varied. Today's cruise ships are a far cry from the dowager and diplomat days of the trans-Atlantic liners. The sleek, smoothsailing vessels of today offer plenty for everyone.

On board most ships, there is an almost continuous round of activities: dancing, swimming, professional entertainment, horseracing, bingo, singles parties, cocktail hours, shuffleboard, trap shooting and instruction classes in bridge and a host of other subjects.

There is dining, too. And what dining. Superb cusine, excellent service, quantities and varieties of food to satisfy even Diamond Jim Brady. **For the kids,** many ships offer special daytime activity programs, supervised play areas and night time babysitting services.

Cruising More Than Shipboard Activities

BUT cruising is more than shipboard activities; it's a delightful mode of transportation to romantic ports of call. In the Caribbean and along the Mexican Riviera, cruise passengers can experience old-world cultures and shop in some of the greatest bargain markets in the Western hemisphere. Or, they may travel in comfort and style to the awesome glacial bays of Alaska, stopping off along the way in picturesque Victoria and Vancouver, as well as a number of Alaskan ports.

Finally, cruising offers you, the employee service coordinator, a number of distinct advantages when compared to arranging a typical travel package. If adding a cruise program, you deal with only one supplier who provides a complete package: hotel accommodations, shore tour activities, food service, transportation, transfers and entertainment.

Sound interesting to you? Then let's briefly cover the key issues.

What the Cruise Offers The Employee Services Coordinator

GROUP Qualification Criteria. The definition of a group, for cruise purposes, may differ from what you are used to when dealing with the highly regulated airline industry. In general, cruise groups consist of a minimum of 15 full-paying passengers belonging to a single entity organization or having a strong basis of affinity.

Group Savings and Other Benefits

DISCOUNT items and benefits vary depending on the cruise line. On the average, you can expect to receive a 5 to 10 percent discount off the cruise tariff. Some lines also have excellent air/sea programs which provide substantial package-ticket savings.

In addition, most lines provide complimentary tour conductor's tickets for qualified escorts.

Your group will receive also a high degree of personalized service. The ship's staff will be happy, for example, to arrange for birthday cakes, advance seating arrangements for the dining rooms, and, in some cases, will present your group members with bon voyage gifts or a shipboard cocktail party.

Establish Your Requirements

BEFORE you can develop a cruise program, check out what the various cruise lines are offering. You can deal directly with the cruise lines, but you are probably better off working with a cruise-wise travel agent.

Requirements of Cruise

YOUR next step is to develop a basic set of requirements that you want your cruise program to meet. Key factors are:

Timing. When is the best time for your cruise? In cold weather climates, most people are interested in winter cruises that carry them to the sun. If your group is family oriented, you might plan on a summer cruise. Keep in mind that most cruise lines do not offer group rates during high-demand holiday periods such as Easter and Christmas.

Budget. Select a price range that fits your membership profile. Shorter cruises, such as seven days, usually have the broadest appeal because of lower costs and because they fit well into everyone's vacation schedule.

Cabins. Two considerations here: number of cabins and cabin category. First, determine the number of cabins you can realistically expect to fill. Second, it's generally a good idea to select a single cabin category instead of a mix of four or five categories. Most groups are happiest when everyone has equal accommodations. This simplifies your selling effort, too.

Destinations and Cruise Lengths

THE three basic cruise areas include the Caribbean, the west coast of Mexico and Alaska. Voyage lengths in the Caribbean and along the Mexican Riviera range from a few days to two weeks, and are generally available year-'round. Alaska cruises are usually two weeks in length and are available only in the summer.

Ships. All cruise ships aren't alike. When reviewing the brochures, keep these considerations in mind:

Size. The larger the ship, the more facilities you can expect, such as the number of swimming pools, deck space available for games or quiet relaxation, number of lounges, public rooms, etc.

Crew. Crew nationalities vary, from ship to ship. Each nationality imparts a certain flavor and charm. Be aware of this in making your final selection.

Cuisine. Most cruise ships offer continental cuisine but also cater to American tastes for steak and lobster. Don't be fooled into thinking that ships with Italian crews serve only pasta or that smorgasbord is the everyday staple of Scandinavian-crewed vessels. Ask your travel agent or cruise line representative for typical menus.

Cabin Accommodations. Cabin sizes vary greatly from ship to ship and from deck to deck. Other factors to check: does each cabin have its own bathroom facilities, telephone, port-hole and radio? Are closets ample? Is the cabin fully carpeted? Are both beds lower or is one an upper berth?

Shipboard Facilities. Ships, like hotels, vary in the facilities they offer. Check for meeting rooms, party rooms, movie theater, closed circuit television, etc.

Air/Sea Arrangements. If your group must fly to a port of embarkation, you might be able to take advan-

Cruises to the delights of the Bahamas or Mexico!





Nassau & Freeport from Miami

from **$89.95** per person, double occupancy, plus tax/service and high season surcharge

Year-round Bahama Beachcomber Cruises. The 3 day/2 night cruise to Nassau departs every Friday and Wednesday at 4:45 PM, returning Sunday and Friday at 2:00 PM...$89.95 to $194.95. Ask about our Sunday to Wednesday cruise to Nassau and Freeport from $119.95 to $259.95. Suites available. Special group rates.

From New Orleans: Veracruz, Yucatan, Mexico City*

from **$299.5** per person, double occupancy, plus tax/service and high season surcharge

Starting Sept. 13. Year-round 7 day Conquistador Cruises to Mexico. Sailing midnight every Saturday. Visiting colorful Veracruz, Yucatan (Merida) and Mexico City* Plus all the fun, jazz and great wining and dining of Bourbon Street, New Orleans.

*Mexico City excursion at additional cost.

Sailings to both the Bahamas and Mexico will be alternated aboard the New s/s Freeport (Panama registry) and the s/s Bon Vivant (Liberia registry).

FOR FURTHER INFORMATION OR RESERVATIONS CALL MIAMI (305) 358-1811, IN FLORIDA OUT OF MIAMI (TOLL FREE) 1-800-432-6666, IN OTHER STATES (TOLL FREE) 1-800-327-3910, GROUP RATES (305) 371-2411.

Bahama Cruise Line, Inc.

Charterer of s/s Bon Vivant. New Port of Miami, P.O. Box 4460, Miami, Fla. 33101

CIRCLE READER SERVICE CARD NO. 6

tage of air/sea programs offered by some lines. These programs can offer substantial savings when compared to the cost of purchasing separate air and cruise tickets.

Finalizing Your Program

NOW that you've established your requirements, your best bet is to work closely with a travel agent. The agent's commission, by the way, is paid by the cruise line and has no effect, one way or the other, on the final price of your package. In effect, you can use the agent as an unpaid professional consultant — a consultant who can save you a great deal of time. He can review your requirements, contact the various cruise lines, screen their responses and help you narrow the field down to two or three possible choices. In many instances, the travel agent will have sailed on, or inspected the ships under consideration. He also is familiar with the various ship lines, their executives, etc.

As you move into the final evaluation process, ask your travel agent for references — other groups that have sailed with a particular line. Check these references carefully.

If you're still unsure about a specific line, you might consider a "familiarization cruise." Most lines will gladly accommodate you — either free or at a nominal charge. More often than not, your agent will have to initiate your request for a cruise.



CIRCLE READER SERVICE CARD NO. 7

Cruise Line/Travel Agent Support

ONCE you've selected your cruise line, you can expect the line, working with your agent, to help you sell the cruise to your membership.

The cruise line representative and your travel agent will present a promotion program for your organization, that will be informative and entertaining. At this introductory cruise presentation, they will be able to answer many of the questions your members may have.

Later on, the cruise line will keep you supplied throughout the promotion period with ample supplies of brochures, display material, etc.

Selling Your Program

EXPERIENCED employee services coordinators have learned that selling a successful cruise program means starting early and maintaining continuity with regular reminders. Here are some well-tested tips:

A. Begin planning next year's cruise this summer. Announce the program and begin your promotional efforts this fall.

B. Publicize the cruise in your in-house publication. Ask the cruise line for publicity material, article ideas, photographs, etc.

C. Put display posters on your bulletin boards.

D. Send direct mail announcements and follow-up reminders to your members' homes. Wives will be one of your greatest allies in selling a cruise.

Financial Arrangements

IN general, most cruise lines follow the same financial "ground rules." A token deposit is required to hold space for your group. Then, the line will require a full passenger deposit — ranging from $100 to $300 — no later than 120 days before sailing. Full payment generally must be made 60 days before sailing.

On Board Ship

IT'S a good idea for you to appoint one leader for the group and make him or her responsible for all contacts with the purser's office. This will help the chief purser and his staff to provide quick, efficient service.

Your Second Cruise Program

ONCE people experience their first vacation at sea they're usually eager to sail again. And, you'll find that their enthusiasm will rub off on others in your organization. The moral: One good cruise deserves another. □

CIRCLE READER SERVICE CARD NO. 8

About the Author

Stephen F. Forsyth is vice president of sales for Sitmar Cruises. He is responsible for directing the nationwide sales organization; the company's centralized reservations system; air/sea operations and passenger embarkation activities for Sitmar's sister ships, the T.S.S. FAIRSEA and the T.S.S. FAIRWIND. Prior to joining Sitmar in 1974, Forsyth was with Trans World Airlines for 10 years.

The Modern Magnificent Convention Cruise pleaser!

Bahama/Caribbean Cruises from Florida with your choice of itineraries 3-4-7 nights or longer. Groups from 15 to 1,000. All at special rates.

S/S EMERALD SEAS

Registry Panama





• Unbelieveably Large Luxurious Suites and Staterooms
115 delightful, deluxe Lanai suites, 118 deluxe outside double staterooms all with private tiled bathrooms.

• Great Group Facilities
Six separate public rooms including grand ballroom for 15, 50, 100, 450 or more persons

• Modern TV Complex To Serve Your Needs
A fully equipped TV studio. A mobile camera unit. A telecine unit for full length films.

EASTERN STEAMSHIP LINES INC. General Sales Agents

P.O. Box 010882 • 1317 Biscayne Blvd., Miami, Fla. 33101 • Tel: (305) 373-7501
or call toll free Florida 800-432-9552—Calif., Idaho, Mont., Nev., Ore., Utah, Wash. N. H., Vt., Maine 800-327-0201. All other states 800-327-0271.

Please send, without obligation, your Meeting Planner's Kit.

Approx. Number of Persons.....

Approx. Date of Meeting.....

Name.....

Title.....

Organization.....

Address.....

City..... State..... Zip.....

CIRCLE READER SERVICE CARD NO. 9

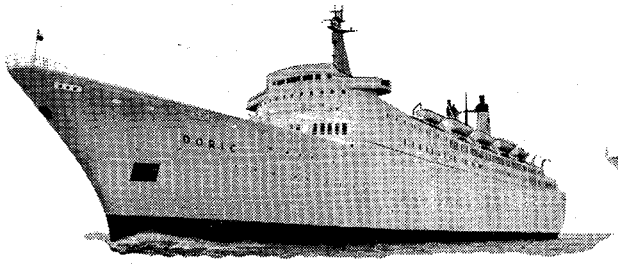
Now Travel Planners Have an Unsurpassed Choice!

2 GREAT HOME LINES SHIPS! 2 GREAT VACATION DESTINATIONS!

on 7-Day "Linger Longer" *Quality Cruises* Spring thru Autumn
Sailing from New York's New Midtown Passenger Ship Terminal

S/S DORIC
25,300 tons

TO BERMUDA

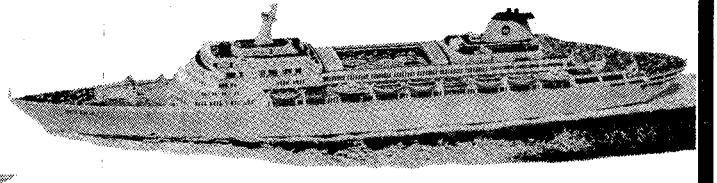


Ship is hotel for 4 days in Bermuda, with reserved docking on Hamilton's Front Street

Now there's an enchanting new way to enjoy nature-blessed Bermuda with its pink-sanded beaches, its famed facilities for golf, tennis, all water sports . . . a quality cruise on Home Lines' new star, DORIC! 2 swimming pools on spacious outdoor decks plus indoor pool with sauna. A sweep of smartly appointed lounges across an entire deck and still more public rooms on a deck above. Capacity 700.

S/S OCEANIC
39,241 tons

TO NASSAU



Ship is hotel for 2 days and 2 nights in port, docking at Prince George's Wharf

Year after year, the OCEANIC has broken every existing carryings record on her 7-day quality cruises to Nassau, the vacation magnet with its historic sights, inviting beaches and lively nightlife that includes fabulous Paradise Island. Her magnificent facilities include the all-weather indoor/outdoor Lido Deck with its unique retractable Magrodome Roof that slides open and closed over the entire 2-pool area. Capacity over 1,000.

Whichever ship you choose, your people will happily discover why Home Lines quality cruises are so widely acclaimed. The superbly-trained all-Italian crew are gracious, speak our language and know what it takes to please passengers. Lavish gourmet cuisine from morning to midnight. Wide range of activities feature several orchestras, Continental revues, variety shows, movies, galas, contests, games. All accommodations have private bathrooms and other modern conveniences and with 2 lower beds in every double cabin. Panamanian Registry.

Both ships have a wealth of public rooms for every requirement. They are well-equipped with audio-visual facilities for meetings at sea. And our experience in serving groups can be of invaluable help to make your program a success!

AND IN THE WINTER . . . *Quality Cruises* TO THE CARIBBEAN of Various Durations:

S/S DORIC FROM FLORIDA — **S/S OCEANIC FROM NEW YORK**

PHONE OR WRITE FOR COMPLETE DETAILS AND FREE FULL COLOR BROCHURE!

HOME LINES
One WORLD TRADE CENTER
Suite 3969 — New York, N.Y. 10048
Phone (212) 432-1414 Offices in Principal Cities

Unrivalled for Quality Service . . . Home Lines Famous All-Italian Personnel

CIRCLE READER SERVICE CARD NO. 10

associate profile

National Car Rental Offers 20 Percent Discount to NIRA Members

National Car Rental recently announced a special program for members of the National Industrial Recreation Association. As part of the program, members who qualify for National's VIP credit card will receive a 20 percent discount off current published time and mileage rates on international rentals, with the exception of Canada, where there are special rates. Discounts do not apply to special net rates.

In addition to these discounts, NIRA members will be able to take advantage of National Car Rental's **Green Lite Service,** a speedy and convenient method of renting and returning a car. Members will be automatically enrolled in Green Lite Service when they rent a car, and the number on their VIP credit card will become their Green Lite Service number. When making reservations for future rentals, NIRA members will only have to give National's reservationists their name, Green Lite Service number, car type preference and arrival time. All other pertinent information will be filled out in advance on the rental agreement and waiting at the counter when you arrive.

National Car Rental takes pride in the mechanical condition of its cars. In 1974 the company initiated a Maintenance Check-List program calling for increased emphasis on the condition of its rental cars. National's service agents are asked to fill out a check list assuring customers that the cars have been checked and serviced for their safety, convenience and pleasure.

Customers in the U.S. are also offered S&H Green Stamps at the completion of their rental.

NIRA members can place reservations for any one of National's 2500 worldwide locations through one central toll-free number (800/328-4567). In Minnesota or Canada call collect, 612/830-2345.

Since 1959 National has been represented in Canada by Tilden Rent-a-car at more than 300 locations; and in 1974 National Car Rental signed a mutual representation agreement with Europcar, which now represents National at more than 1000 locations in Europe, Africa, the Middle East and the French West Indies. National Car Rental maintains its own licensees in the Caribbean, Latin America and the Pacific.

National's VIP credit card is also honored at National Car Rental's Truck Rental and Leasing locations, at more than 170 Rodeway Inns and at many Hilton Hotels and Inns in the United States.

CIRCLE READER SERVICE CARD NO. 11

Bristol, Sutton Place Hotels in Toronto Offer Best to People in a 'People City'

Toronto, Ontario, Canada is known as "people city" — and to quote the slogan of the local Convention and Tourist Bureau, everyone there wants to make it "affectionately yours"!

Two of its best hotels are conveniently located close to all points of interest. They offer value for money, and pride themselves on providing service that is thoughtful, attentive to your needs.

The Bristol Place Hotel is five minutes from the International Airport, just 20 minutes from downtown Toronto. There is an atmosphere of informal elegance, created by the 'open plan' of its sky-lit lobby and restaurant areas. Green plants abound in the soundproofed, air conditioned hotel, as do paintings, sculptures and wall hangings by some of the world's best-known artists. Its restaurants and lounges are designed for the comfort of all and **Zachary's Dining Room** has a reputation for cuisine and service of the highest calibre.

The Hotel boasts an indoor/outdoor pool and patio, and its health club and sauna. Close by are facilities for golf and tennis, and thoroughbred racing at Woodbine Racetrack. The Bell staff has details on special guest rates for these past-times.

For information on special 'packages' — ITA or others — for groups, families or individuals, contact John Wakely, The Bristol Place Hotel, 950 Dixon Road, Rexdale, Ontario. Telephone 416-677-9444.

In downtown Toronto, also offering the very best in personal service, is Sutton Place Hotel. Its 350 spacious rooms are elegantly appointed in a traditional manner, and where required for families are inter-connecting. The indoor/outdoor pool and patio catches the sun for most of the day, and adjoins a health club which is available to guests at no charge.

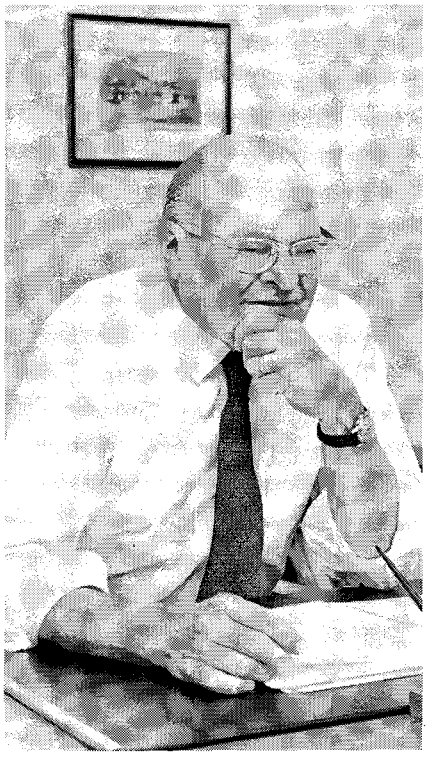
Sutton Place is located in the core of the best shopping area in Toronto, where Bloor Street, Yorkville and Cumberland offer one of the most attractive settings for boutiques, antiques, curios, and sidewalk cafes.

Sightseeing by bus, horsedrawn carriage, car, boat, tram, bicycle or foot can all be arranged through the Concierge in the lobby. But whatever way you travel, you're bound to enjoy the fare in the five restaurants and lounges at Sutton Place.

Package and group plans are welcome here too. Just call or write Chris Green, Sutton Place Hotel, 955 Bay Street Toronto. Telephone: 416-924-9221.

CIRCLE READER SERVICE CARD NO. 12

How Dofasco Spreads Christmas Spirit Among 32,000



Paul Ogden, Director of Dofasco's Guest Relations and Special Events Department, gives a month-by-month recipe of the ingredients used to make a successful company Christmas party

WHEN Paul Ogden throws a party, he spends a year organizing it.

But it's not your average rec-room party — unless your average rec-room holds 32,000 people.

As the genial director of **Dofasco's** Guest Relations and Special Events Department, it's his job to organize the Company's annual Christmas party, an event that last year (1974) attracted more than 32,000 guests. That was the 29th party he helped organize in his career at the Hamilton-based steel company whose first Yuletime party was in 1937.

The Ingredients

THERE are a few basic ingredients for Dofasco's Christmas Party — perhaps the biggest such event in the world. It means hiring the huge Canada Steamship Lines warehouse by the port of Hamilton docks, a cavernous structure more than two football fields long (750 feet) and 150 feet wide.

Back in 1937 when the first party was held at Dofasco's old Cold Rol Mill assorting room, 6,400 attended to celebrate Christmas. Last year 12,000 children and 20,000 of their parents swarmed to the huge, gaily decorated warehouse.

That called for more ingredients like presents for the children and food packages filled with seasonal fare for the adults. Last year, Santa Claus bounced more than 6,000 of the younger children on his knee.

The gift booths distributed more than 22,000 toys to the kids and 10 tons of canned goods and goodies for the family, left the warehouse. Even the fathers left puffing contentedly on some 8,000 cigars.

It's all worked out on the basis of one employee, one spouse and 1 children, explains Ogden. All that remains is to calculate the number of employees there are, send the all invitations and part of the preliminary planning is completed.



A HORIZON SPORTS JACKET PROGRAM MEANS AS MUCH TO YOUR EMPLOYEES AS IT WILL TO YOUR COMPANY!

. . . and it can be financially self-supporting!

We make top quality identification sports jackets. More important, we'll tailor a total program for your employees as carefully as we tailor our jackets, and then handle every detail of running it, from concept to fulfillment. And it can be financially self-supporting. Company "I.D." jackets will be in demand by your employees — as morale boosters, they're attractive, appreciated, and affordable.

What's more, they provide solid company identification in your community. As a basic manufacturer, you'll have our total commitment that keeps the workload off your back. (Ask Chevrolet, Bendix, Penn Central, Owens-Illinois, or any other of our customers about that!) So write or call us today, and give our tailors a try.

NRA

horizon sportswear, inc.

1 Ajax Drive, Suite C, Madison Heights, MI 48071 (313) 583-9141

CIRCLE READER SERVICE CARD NO. 13

The Morning After

FOR Mr. Ogden, the prime piece of advice to would-be party-givers is: "Start planning for the next one the morning after the last one." And that's exactly how he's done it for the past 29 years.

His work begins in January when he holds a post mortem with his supervisors to discuss what, if anything, was wrong with the last party and what improvements should be made for the next one. It's a time too, to pay the bills from the last party and inventory the left over toys and canned goods.

This meeting is early in the year, but the dust in the huge party room has barely settled before it resumes its normal warehouse duties. No more than 48 hours after the party goes by before all the decorations, stage, booths and leftovers are cleared out and stored.

"I try to treat the whole effort not unlike a circus," says Ogden. "That means setting it up and knocking it down in short order."

During that first month after the party, he's busy rounding up the army of 300 helpers for the next event — all of whom will be given a night out on Dofasco in recognition of their efforts. Last year, 860 of the helpers and their spouses or steadies, were treated to an evening at Hamilton Place, the city's ultra-modern entertainment mecca, to watch the road show of Fiddler on the Roof.

Leftover toys are kept for two years and if they don't move, they are donated to the Salvation Army's Toy Centre from which they are distributed to needy families in the area. This is an easy way to accomplish a task that eliminates countless civic groups approaching the company for the leftover toys at Christmas.

Planning Makes Perfect

IN February, the next party site is firmed up once again. If it is not available, another site is arranged. March is the month when the final theme is selected for the next party and a display company sets to work producing decorations for it.

April is a breathing space that prepares Ogden and his staff for May's arduous task of preparing the toy list by ages. Quantities are determined by estimating probable increases in the Company's staff.

The city is busy throwing off those last vestiges of winter and cloaking itself in Springtime green when Ogden begins making the rounds of toy manufacturers' displays. For each boy and girl in an age group, five or six toy selections are made and each of those toys is scrutinized for safety and child appeal.

Then, suppliers are asked to secure all the items chosen and to advise the Company as soon as possible if there are any shortages.

In July, almost six months from "P-Day", Ogden tries to finalize the toy purchases and get confirmations from the suppliers that all the items will be in their possession when delivery time rolls around in December. Basic materials for the decorations are purchased and, because the warehouse is unheated, the contract for the large industrial heaters, is let.

July is the month too when Ogden begins sharpening the axe, figuratively of course, that will ultimately fell the 18 foot Christmas tree that adorns the center of the party each year.

By August, blueprints of the party layout showing where the gift



For these Dofasco employees, volunteers who help with the mammoth Christmas party, matching the right gift tickets by age to the right families turns into a giant game of patience.

TEAM-UP WITH THE LEADER



King Louie®

THE NUMBER ONE NAME IN BOWLING APPAREL

Bowling is one of the most popular employee activities. You know that, and we know that.

For over 33 years, King Louie has offered the finest line of bowling apparel to be found anywhere. We're the leader because we consistently deliver top quality, high fashion styling and wearing comfort in everything we make.

If your company already has an active bowling program, or is just starting one, team up with the leader...King Louie.

King Louie available through your local bowling apparel dealer, or write us for dealers in your area. We also have an excellent line of Pro Fit Nylon Jackets.

King Louie®

King Louie International, Inc.
Department RMS
311 West 72nd Street
Kansas City, Mo. 64114
(816) 363-5212

CIRCLE READER SERVICE CARD NO. 14



Part of the 32,000 Dofasco employees and their families watch the continuous stage show which entertains guests throughout the afternoon's festivities.

booths, stage, tree, washrooms, Santa's throne, etc. are ready for discussion and possible changes.

The race begins to pick up in September when the stage program complete with acts ranging from trained dogs to trampoline artists, is set up.

Rather than build dressing rooms for the performers, trailers complete with heat, light and washrooms are rented in September. The gift boxes of goodies for both parents and children are purchased and Ogden calls a meeting of all party supervisors to discuss how the arrangements are going.

This month too, the questionnaires that will go out to all Dofasco employees are printed along with the tickets. The questionnaires, from which actual numbers of children and their age groups are computed, are sent out late in October with the reply deadline set for the end of the first week in November.

In October, a nearby shopping centre is contacted and the use of its parking lot arranged. From that lot, 84 buses shuttled eager partygoers to the warehouse — the whole scenario being directed by 28 off-duty policemen.

The pitch is building rapidly by October when the sound system is rented and a party-site telephone arranged for. The cigars that will turn harried fathers into contented puffers are bought, questionnaires mailed out and temporary office help for the last stages is hired.

Chairs, tables, coat racks, Johnnies-on-the-spot (fifteen of them) and coveralls are rented in November. Scaffolds, hydraulic cherry pickers and other equipment is arranged for the decorators. The Christmas tree is selected and its transportation to the party room is determined. The Company's first aid and fire departments are notified.

Party arrangements and the weather both are snowballing by the time December arrives as decorators put the finishing touches to the creative work and scenery is erected along with the main stage. Room for first aid, food for the helpers, coats administration and storage are readied.

Then come the finishing touches — the 13 toy booths, the Christmas tree, the distribution vans for the food parcels and countless other small details.

Soon, the patter of little feet is heard outside the huge warehouse.

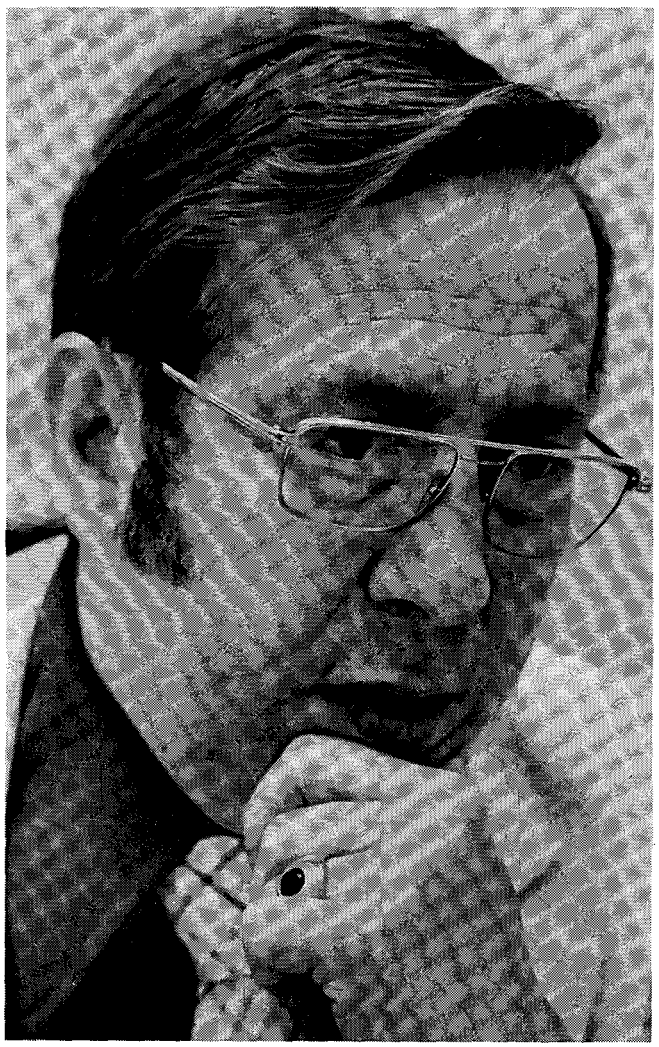
And Paul Ogden watches yet another success. It's taken him and his helpers a year — part-time of course — to arrange three and a half magical hours for Dofasco employees and their children.

By 4:30 p.m. on the day of the party, the task begins anew.

profile

An interview with NIRA's new president

A Look Ahead with William B. DeCarlo



'We want to velop & broaden existing service to NIRA Members'

AT the National Industrial Recreation Association convention in May, William B. DeCarlo of Rochester, N.Y. was installed as the new president of NIRA.

DeCarlo, manager of recreation services for Xerox Corporation's information systems group, promises a busy year for NIRA members. He sees the period as one of expansion and development. And he's not likely to accept "no" for an answer. He talked with us recently about the challenges ahead;

NIRA " What do you regard as the first challenge to your new office?"

DeCarlo "To broaden existing — and develop new — services for our member companies. We recently elected Steve Waltz of Cummins Engine Company as vice president of member services. I know he'll be placing particular emphasis on assisting the new and smaller companies to initiate NIRA tournaments, contests and information services.

"But there's more to this challenge than his work . . . I'm referring to our members. They must let us know their needs and what they would like to see NIRA initiate.

NIRA "What changes do you plan for NIRA?"

DeCarlo "I'm glad you asked that. I'm calling for a new NIRA policy and purpose. To that end, I'm establishing a three-man study committee charged with reporting their findings to the Board by the end of next January."

NIRA "Who is going to serve on that committee?"

DeCarlo "Joseph Schranck of E.I. du Pont de Nemours and Company is Chairman, assisted by Kirt Compton, Eastman Kodak Company, and Stephen Edgerton of Xerox Corporation."

NIRA "What about membership this year?"

DeCarlo "We hope to expand it. There's a new vice president's post held by Mark Armstrong of Xerox. He's committed to a goal of 2,000 members by next May."

NIRA "Isn't that quite a job for one person?"

DeCarlo "It certainly is. Mark will have some help from Pat Stinson of NIRA headquarters, but to reach the goal of 2,000 members will require the support of all our members. If members will refer leads to either Mark or Pat, they'll follow through."



'We plan to obtain 2000 members by next May'

NIRA "Do you have any plans for NIRA to develop a much-needed textbook on industrial recreation?"

DeCarlo "Absolutely. Dr. C.J. Roberts of the University of Toledo is under contract. Assisted by Dr. Virginia Gillespie of the University of Oklahoma and Dr. Herbert Spear, Borden Company, he's already completed an outline and expects to complete the first draft by next January. He also has the recent commitment of Dr. Robert Wanzel of Laurentian University. And right now he wants NIRA members to send him material on related studies and research which would have an impact on the industrial recreation field. This textbook will be the first in the field since the 1950s. Lots has changed since then."

NIRA "Isn't Dr. Roberts the man with ideas about weekend educational programs for members?"

DeCarlo "Yes, Dr. Roberts and the Board believe there is a great need to update the training of people working in employer-employee

professional services directory

CIRCLE READER SERVICE CARD NO. 15

Kotz Schneider — LAND AND RECREATION PLANNING AND DESIGN

307 SOUTH TOWNSEND STREET SYRACUSE, NEW YORK 13202 315-475-4157

recreational planning · programming · design · consultation

CIRCLE READER SERVICE CARD NO. 16

Hugh G. Goldsmith & Associates, Inc.

dlh DEHART, LANDS & HALL planning / analysis group

512 LYON BUILDING SEATTLE WA. 98104 (206) 622-1080 631 LYON BUILDING SEATTLE WA. 98104 (206) 682-1925

tpa services ARCHITECTURE ENGINEERING PLANNING

Feasibility Studies - Design - Construction Supervision - State, Regional and Community Parks and Recreational Facilities

CIRCLE READER SERVICE CARD NO. 17

100 BROADWAY, NORTH HAVEN, CONNECTICUT 06473 TEL. (203) 239-5671

CIRCLE READER SERVICE CARD NO. 18

TENNIS PLANNING CONSULTANTS

PROFESSIONAL, INDEPENDENT SERVICES

- Programming
- Tennis Feasibility
- Site Analysis/Planning
- Esthetics
- Maintenance
- Specifications
- Court Selection
- Lighting Design
- Equipment

Tennis facility costs are significant. The facility must be built correctly the first time. As your independent representative, we work with you and your planners/engineers in this specialized field. Our goal is your goal: to save time, money and trouble while getting the most for your dollar. Write for our brochure and learn how we have helped others through our simplified approach.

TP-029 Outdoor projects and brochure: 2709 Ferndale Place, Houston, Texas 77006 (713) 523-2541 Indoor projects: 130 N. Franklin St., Chicago, Illinois 60606 (312) 782-0355

services. In many cases the pace of modern life has made their skills obsolete. We believe this could be changed by establishing 'weekend academies' in cooperation with local colleges and universities granting credits to participants."

NIRA "Is there a timetable for establishing these 'academies'?"

DeCarlo "We'd like to have a pilot program operational in 1976. But budget and enrollment considerations are factors to be considered before anything can be scheduled. Anyone wanting more information should contact the NIRA office."

NIRA "Do you have any other plans for your term?"

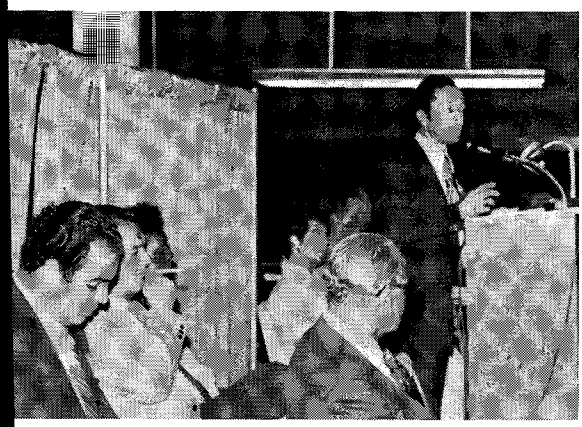
DeCarlo "Yes. We will hold an educational conference in Milwaukee next May under the direction of Miles Carter of McLean Trucking Company, NIRA past president.

"I sincerely believe the Milwaukee conference in 1976 will be our most successful. And speaking for the board of directors and headquarters staff, I pledge support to that event as well as all other services to NIRA members in the months ahead." □



'I believe the Milwaukee convention in '76 will be our finest.'

Some scenes of NIRAs 34th Annual Convention in Jamaica



Doug Burke of the Jamaica Tourist Board addresses delegates at opening ceremonies.



Opening ceremonies hosted by Mike Fryer and Gloria Boyles.



Bob Barlow asks a question of registration personnel.

Women depart on one of spouse's program tours to Straw Market.





Steve Waltz and Art Conrad supervise hanging of the NIRA Convention banner.



President's Ball entertainment by native Jamaicans.



Bill DeCarlo, Andy Zadany and Howard Bunch confer on NIRA business.



Jim Moyer, George Mullen and Margaret Crane gather news for daily newsletter.



Three new Vice Presidents at CIRA/CIRL breakfast: Steve Waltz, Mark Armstrong and Kirt Compton.



Group Cruise Program

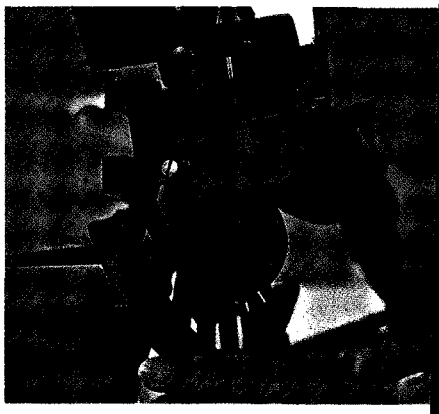
EASTERN STEAMSHIP LINES INC.

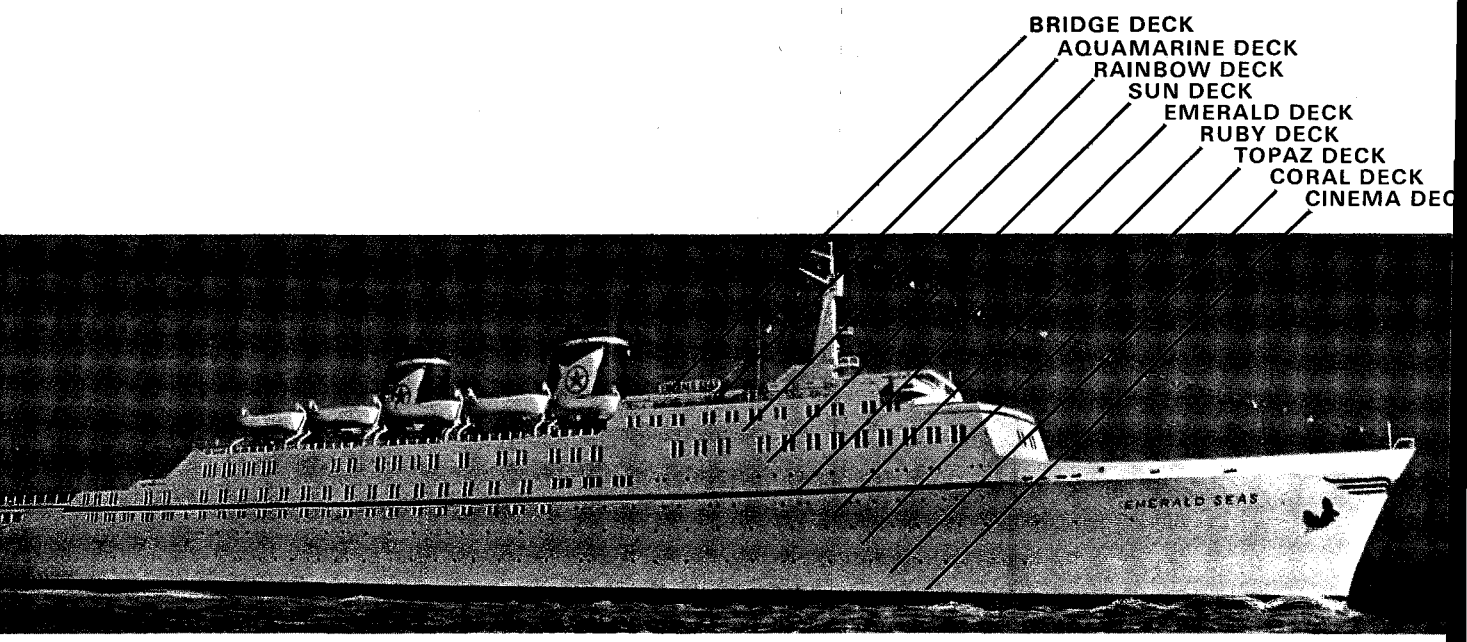


s EMERALD SEAS Photographed At Sea • Registry Panama

Enjoy, Enjoy The s/s EMERALD SEAS

The largest, grandest, most magnificent cruise ship sailing from Miami to the Bahamas. With over 50,000 square feet of playground space. A private world of exciting fun. With everything from fabulous sunbathing and swimming to skeet shooting and socializing. And letting loose in a grand ballroom or a discotheque. And in-between the feasting and festivities, there are our complete meeting facilities for getting down to business and relaxed decision making. A COMPLETE "PACKAGE" for getting down to the nitty gritty . . . and then enjoying, enjoying.

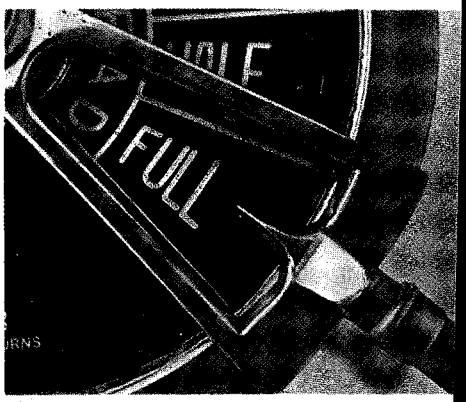




Vital Statistics

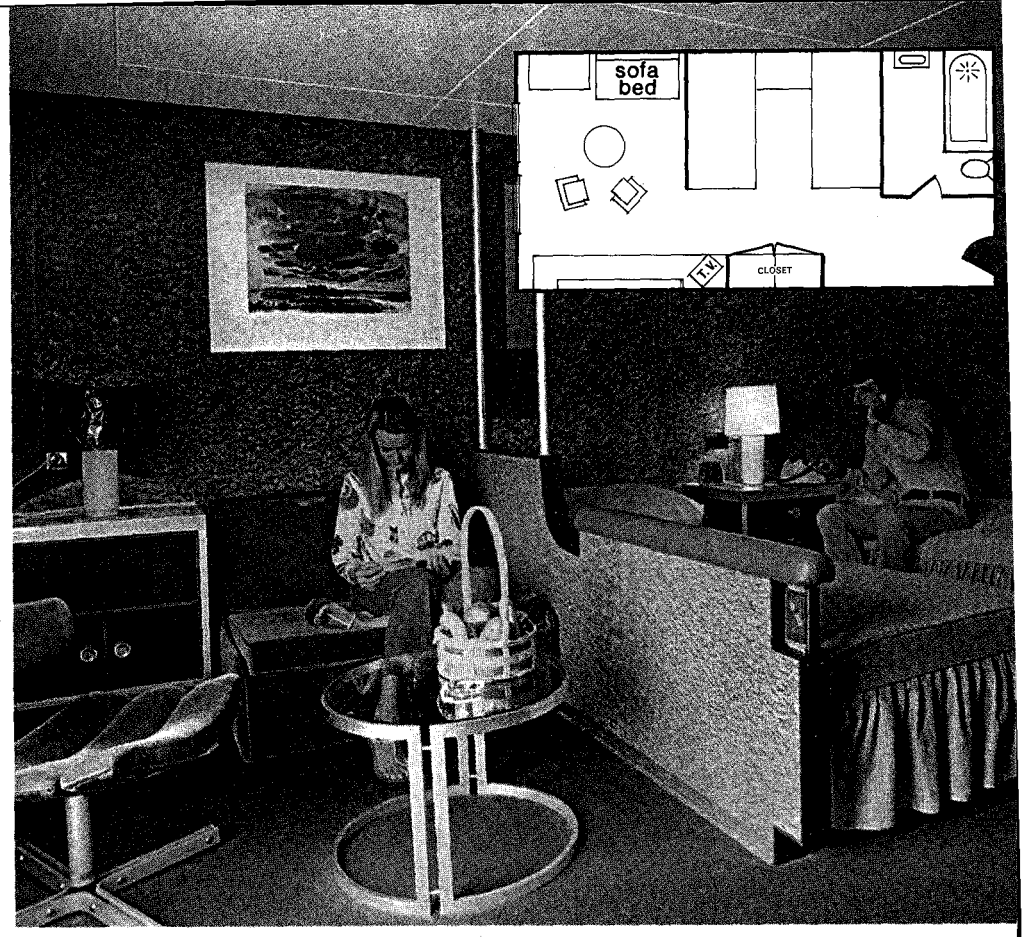
Length	622 feet
Breadth	75 feet
G.R. Tons	24,500
Ecology sanitary system	
Fully air-conditioned	
Decks	9
Elevators	4
Public and meeting rooms	9
Swimming pool	

- Communications ship to shore
- Duty free gift shop and sundries
- Beauty salon
- Photo gallery
- Doctor's office
- Hospital
- Purser's office
- Safety deposit boxes
- Cruise director's office

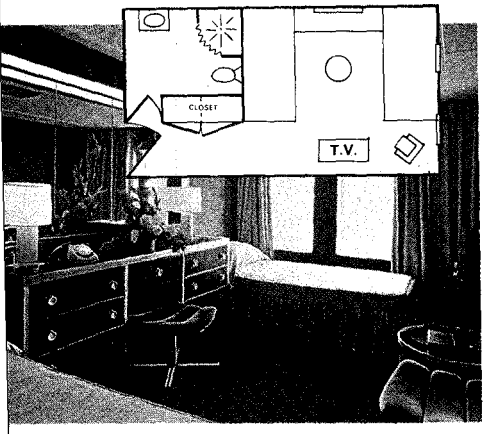


Big Beautiful Accommodations

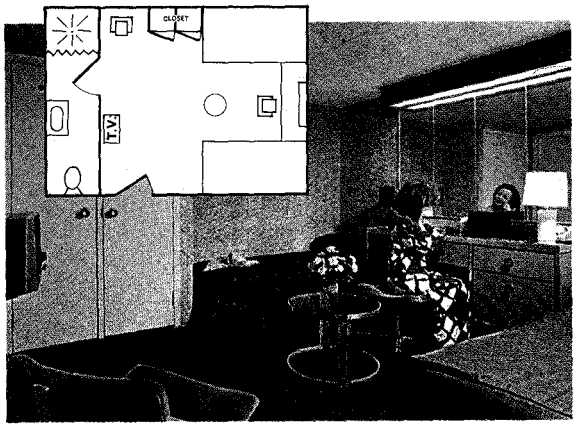
The s/s Emerald Seas is designed to delight even your fussiest member. Spacious staterooms and Lanai suites. Deluxe. Contemporary styling. Big comfort. Big legroom. Big dressers. Big closets. Modern tiled private bathrooms with bathtub/shower or shower. And elegantly appointed with the enjoyment of sophisticated civilities. Telephone. Fully air-conditioned. Closed circuit TV, two music channels for music at your touch. Your personal cabin steward and a bell boy in attendance around the clock. And other personal amenities including a bountiful basket of fresh fruit daily.



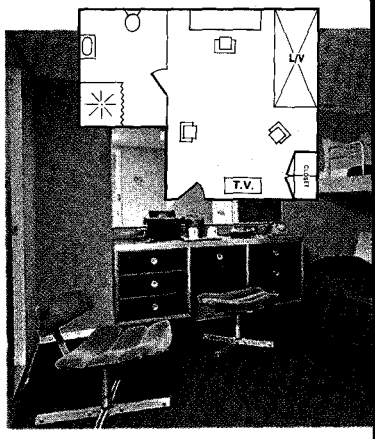
Deluxe Lanai Suites — Like a penthouse at sea. Superbly furnished with twin beds, lanai-type sitting room with convertible sofa, vista windows overlooking the emerald seas.



le Stateroom Outside Aquamarine — Really roomy with twin beds, a view windows.



Double Stateroom Typical inside double also available with upper pullmans for third and fourth persons.



Minimum Stateroom — All are over-sized with lower bed and upper berth.

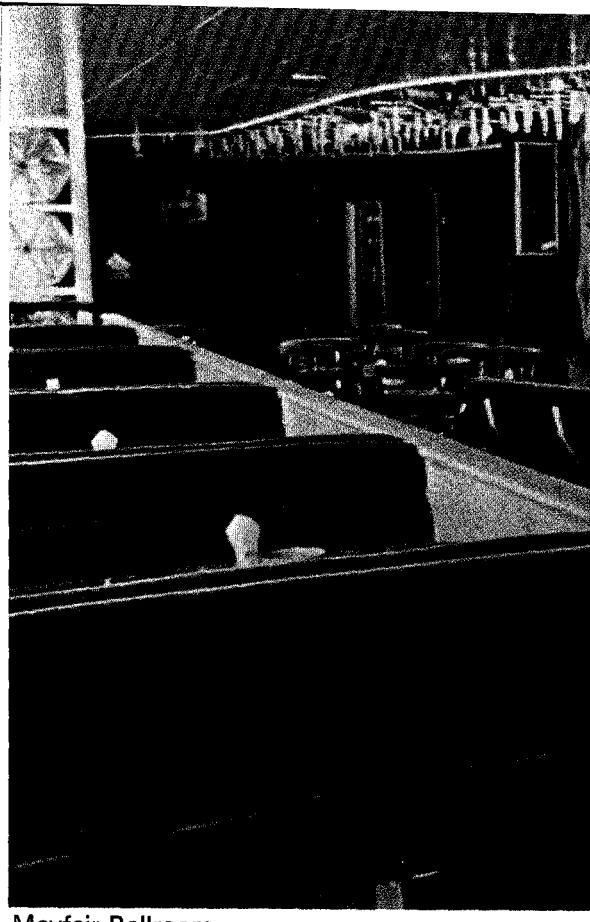
Suites and Staterooms

Deck	Outside 2 Lowers	Outside Double Beds	Inside 2 Lowers	Inside Double Beds	Outside Lower/Upper	Inside Lower/Upper
Bridge	1	5			1	
Aquamarine	26	2	10			
Sun	54		20			
Emerald	71	2	29	1	2	
Ruby	35	2	5	2	8	7
Topaz	33		23		4	11
Coral			46			10
Total	220	11	133	3	15	28
Total Staterooms	410	Total lowers including double beds 777				

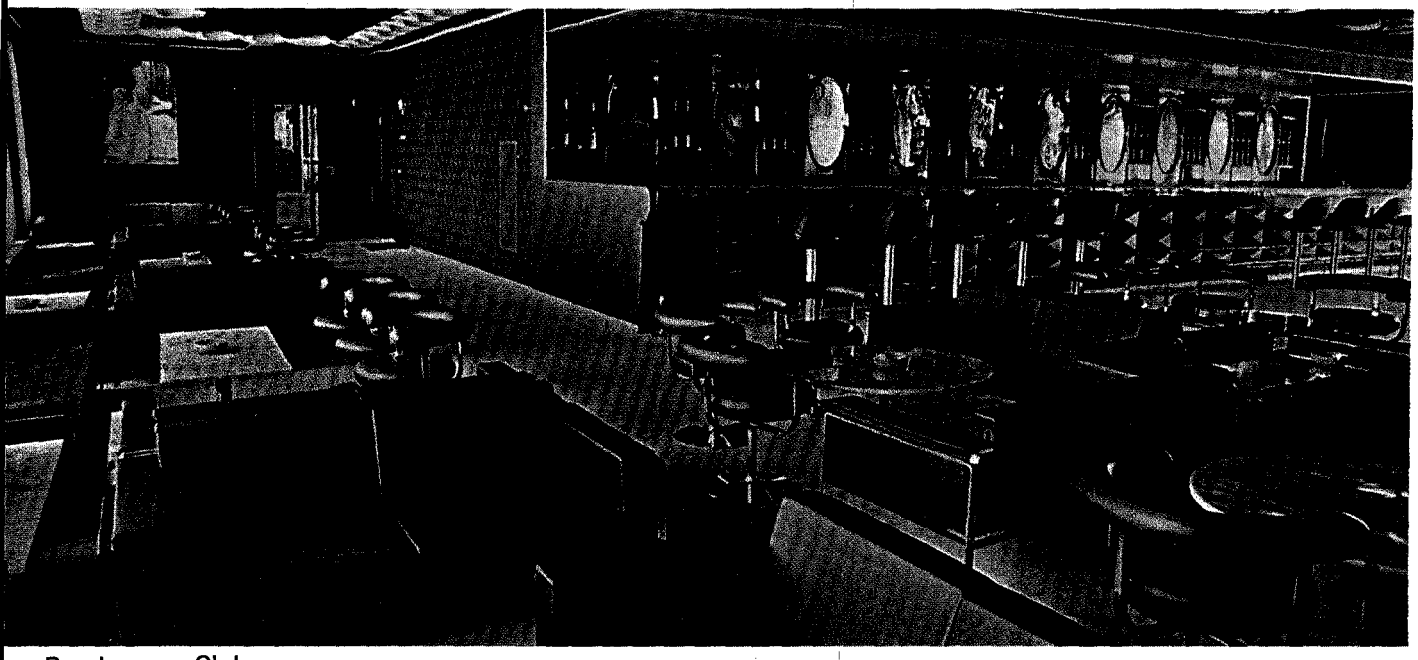
Flexible Facilities

A complete, compact group meeting complex. With capacities from groups of 20 to a grand gathering of 450. No matter how small or large your group, the s/s Emerald Seas is ready to handle every last detail like it's never been handled before.

Everything to suit diversified requirements. From a grand ballroom to theatre and stage and banquet dining . . . a variety of functional meeting and public rooms . . . extensive display and exhibit space. And uncluttered space to move, divide and reassemble in a serene atmosphere.



Mayfair Ballroom



Rendezvous Club

Ships Meeting Rooms—Public Rooms and Capacities

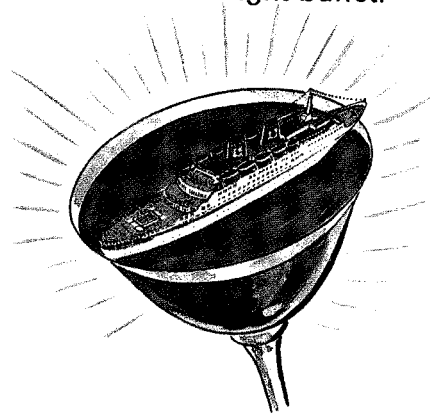
s/s Emerald Seas	Seats	Ceiling Height	Max. Dr. Width	Floor Covering
Dining Room	460*	9½ ft.	42″	Carpet
Mayfair Ballroom	450	14½ ft.	42″	Carpet
Rendezvous Club	150	12½ ft.	42″	Shag
Aquarius Club	200	12 ft.	42″	Shag
Aquamarina Discotheque	160	9 ft.	42″	Shag
Picadilly Game Room	75			
Cozy Corner	20		28″	Shag
Cinema	158			

*Each sitting (usually two sittings for each meal)

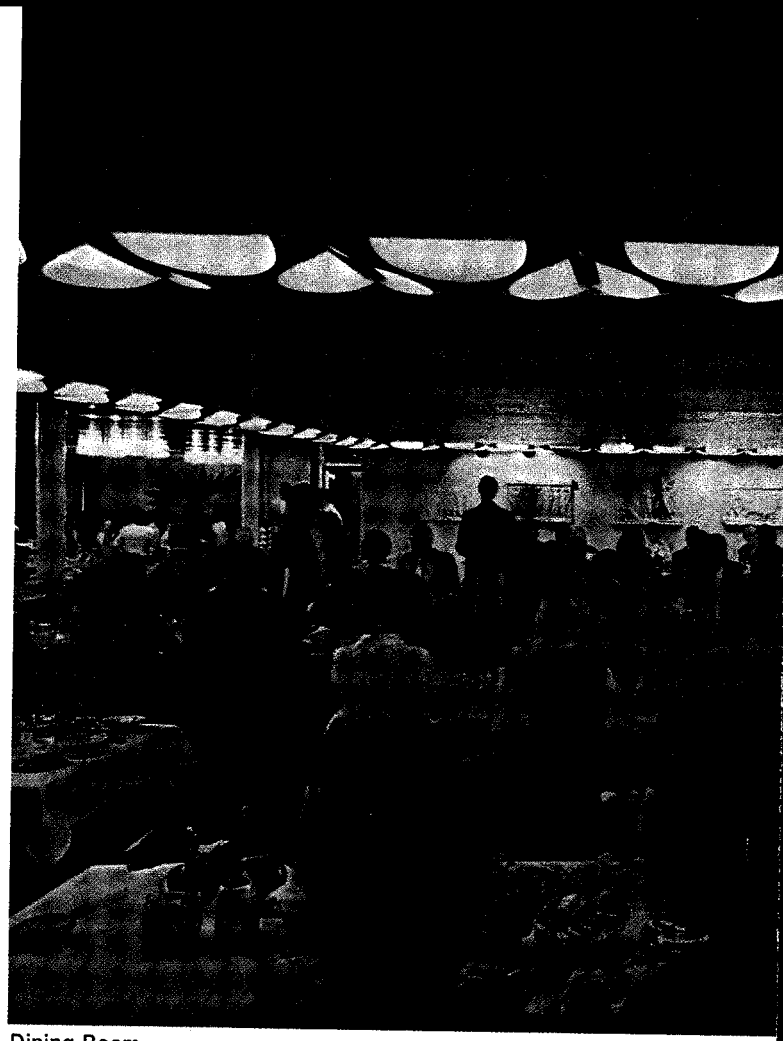


Opulent Dining Entertainment/ Recreation

One of our major concerns is fine food. And you'll find it in abundance on the s/s Emerald Seas when we play host to your group. The food alone is worth the trip . . . where you are like a guest of honor at every meal. We'll pamper you with a Continental breakfast-in-bed. Or, if you're an early riser, a coffee break with rolls, followed by a bracing breakfast. Then lavish luncheons. And superb dinners with all-American favorites and gourmet specialties. And out-of-this-world desserts. In between, our waiters serve you mid-morning and afternoon coffee/tea with cake and cookies. And every night there's a marvelous late night buffet.



There's a fabulous special menu for the Captain's Gala Dinner, following the Captain's complimentary cocktail party. And an equally fabulous Farewell Dinner with hats and horns and spectacular desserts.



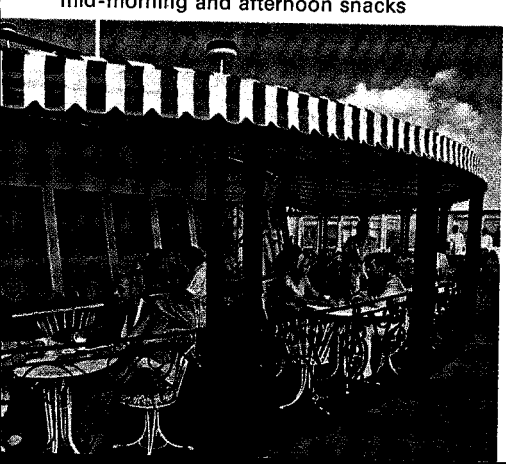
Dining Room





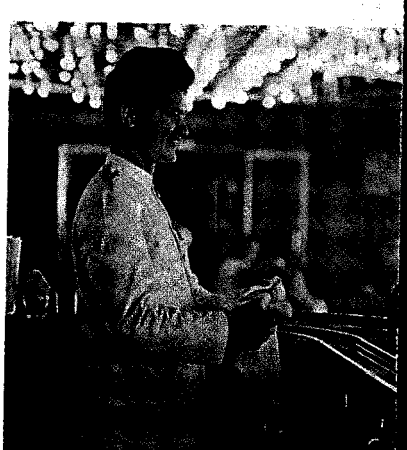
Mayfair Bar

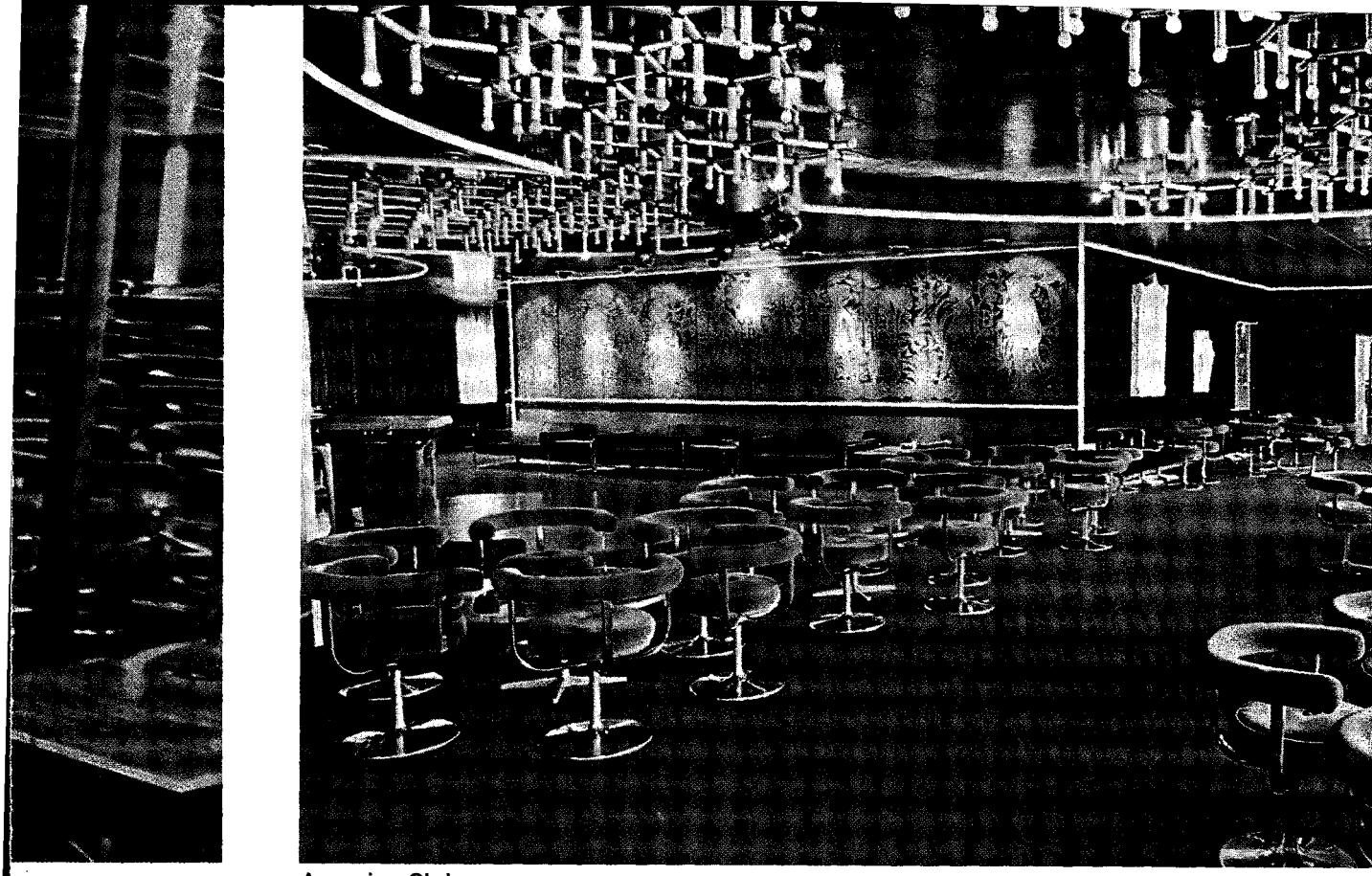
Two French Cafes for early morning, mid-morning and afternoon snacks





Aquamarina Bar

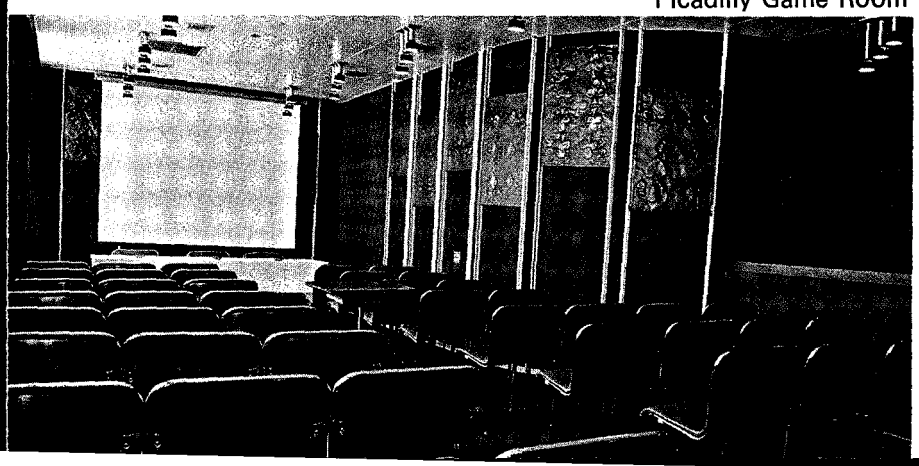




Aquarius Club



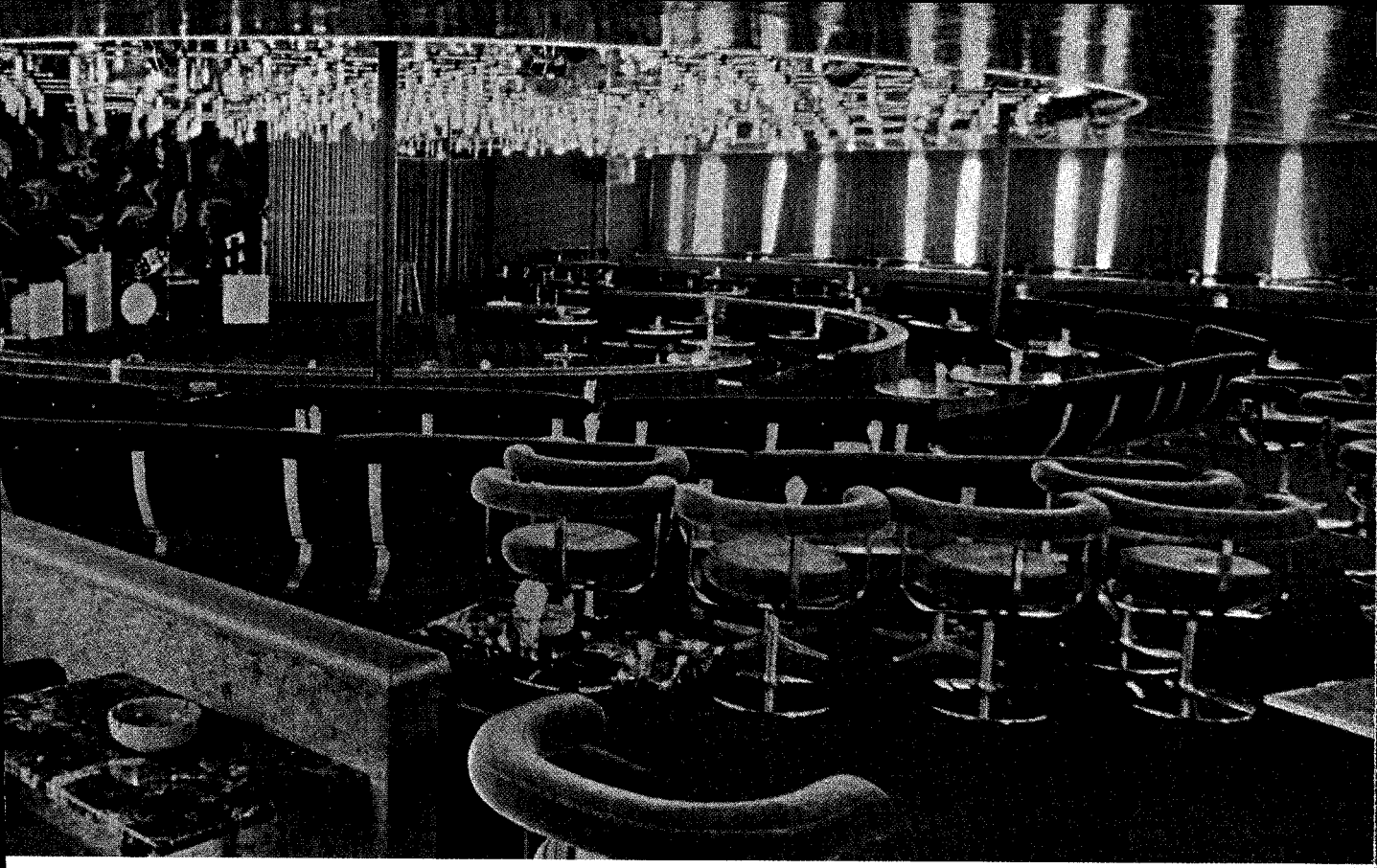
Picadilly Game Room



Modern Equipment/Services

Designed to let you set up exactly the kind of meeting you need. The latest sophisticated audio/visual equipment. And planning and servicing by a knowledgeable staff to keep your meeting running smoothly. The following equipment is available.

P.A. System (installed and portable)
Microphones—Floor lectern and portable
16MM Sound projector
Projection services
35MM Slide projector
Phonograph
Closed circuit TV cameras, monitors, recorders, spotlights
Podiums
Spotlights
Other chairs
Typewriters
Writing pads, pencils
Individualized Direction Signs
Messenger service
Photographer
Carpenter shop
Musicians
Projectionist—A/V operators
A/V Repair personnel
Plumbers
Electricians
Locksmith
Laborers





Cozy Corner

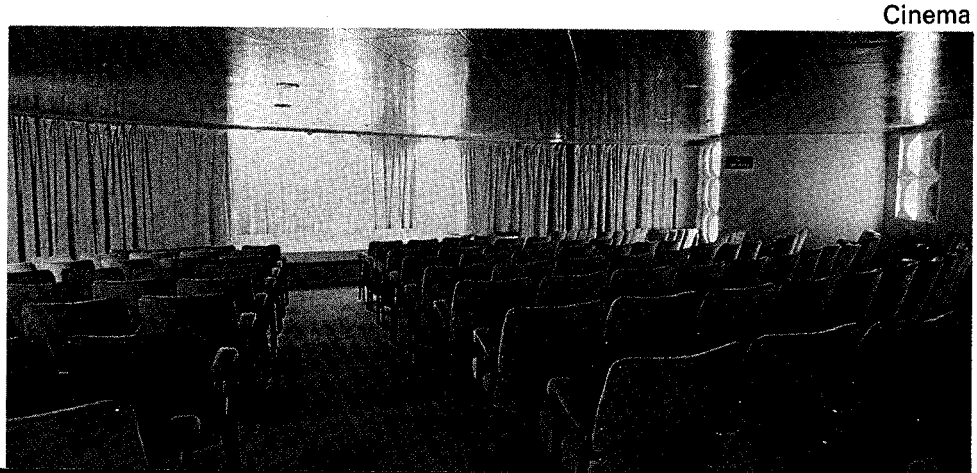


Dining Room

uamarina Discotheque



Cinema





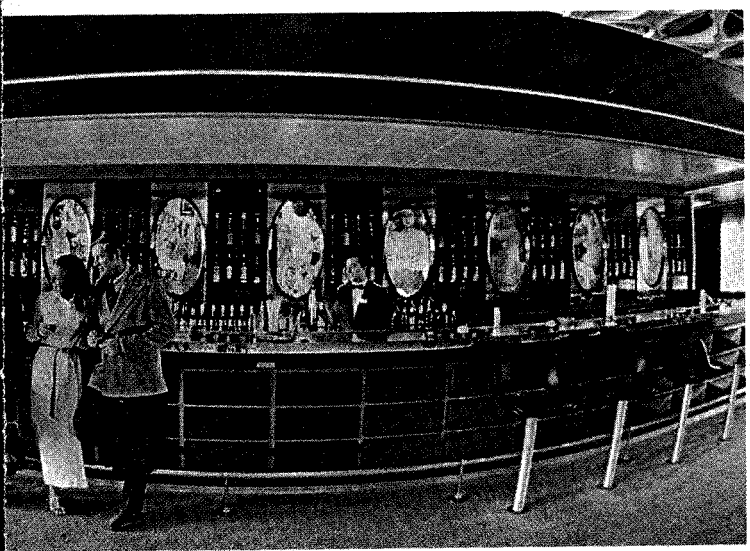




Captain's Table



Late Night Buffet



Rendezvous Bar

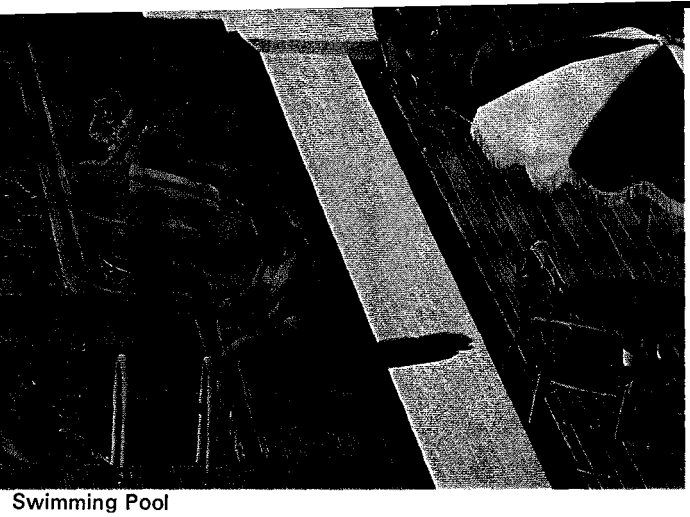


Aquarius Bar









Swimming Pool



Mayfair Ballroom Dancing

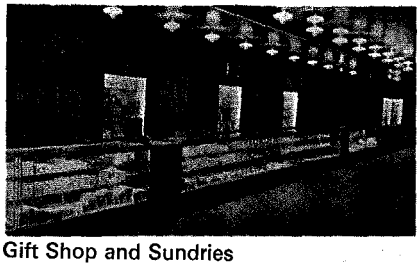


Deck Games

Sparkling showcase entertainment. Take your pick of various nightclubs. And live bands in the lounges. And native shows that we bring ashore in the islands. Daytime, there's a lively calendar of deck sports. And movies. And games.

EVERYTHING. to give you the most successful group meeting ever.





Gift Shop and Sundries



Skeet



Slot Machines

Mayfair Ballroom Entertainment



Complimentary Deck Chairs





Make a splash in
sun drenched tropical waters



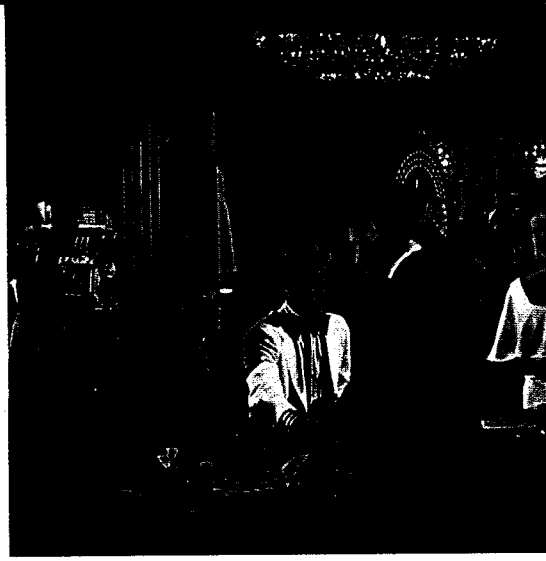
Picturesque Ports of Call

When you choose the s/s Emerald Seas, you can charter for cruises of your choice to destinations of your choice . . . three, four, seven days or longer, depending upon your requirements.

There are exciting cruises to charming Nassau and fascinating Freeport in the Bahamas. To marvelous Jamaica. To exotic Haiti. And all the colorful popular Caribbean ports.

And—we're ideally equipped to lend our knowledge and expertise of the different islands in your choice of ports. And a variety of shore excursions.

Our Cruise Director and staff will be happy to make all arrangements, if you wish, for a host of "must see" attractions. Sightseeing. Shopping. Native life. Sports. Beach parties. Casinoing. Nightclubbing . . . the "real thing". All special highlights that best suit your group.



Glittering casinos that rival Vegas



See lavish night club revues
or folklore dancers and singers



Relax on powder soft beaches
or do the limbo



Browsing
about . . .
native arts
and crafts.



Duty-free ports . . . a bazaar of bargains



Lively pot-pourri of
straw baskets, hats and dolls

Christopher Columbus
discoverer of the New World

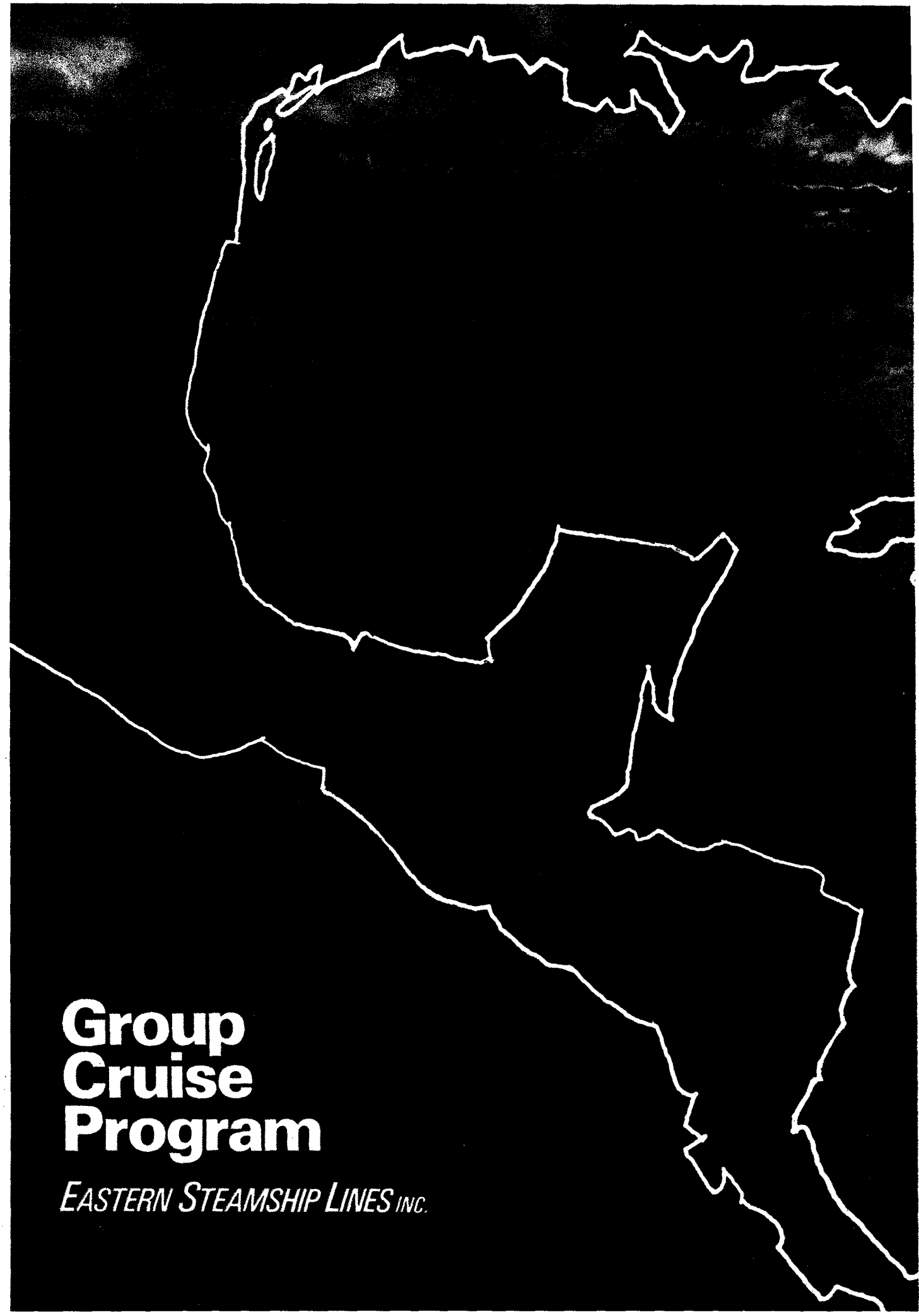




Native
night life
that swings

Delightful surrey rides . . . what a way to sightsee





Group Cruise Program

EASTERN STEAMSHIP LINES INC.

Professional Help

. . . your Travel Agent. When planning and organizing your group get-together, we suggest that you visit your local Travel Agent and work with him. You can take full advantage of all the services he offers. And expert assistance in doing the "legwork" for you. All the details regarding your cruise reservations, costs and correspondence.

In addition, you can also rely on our Eastern Steamship Lines expert cordinator who will cooperate with you in every way possible—assisting in presentations or any other service. Just let us show you how far we can go toward making your next meeting at sea that one-of-a-kind event you've been searching for!

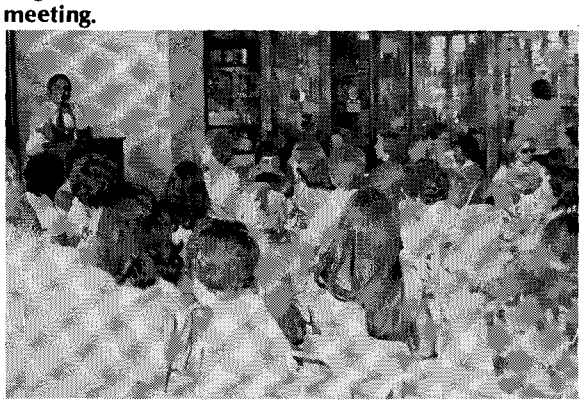
To get things set up, see your Travel Agent. Or call/write/wire us.

EASTERN STEAMSHIP LINES INC. General Sales Agents and Operators

1317 Biscayne Blvd., P.O. Box 010882, Miami, Fla. 33101 • Tel: (305) 373-7501



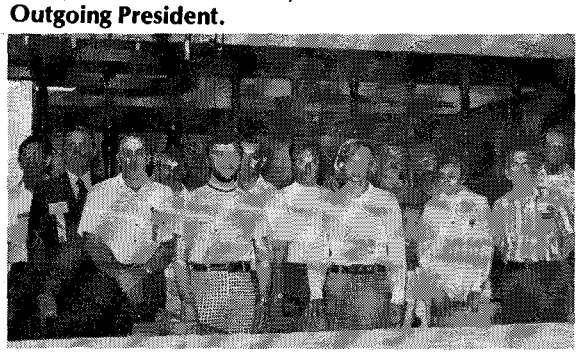
Region I business meeting.



Speaker for Spouse's Program who discussed Jamaican duty, customs and best buys.

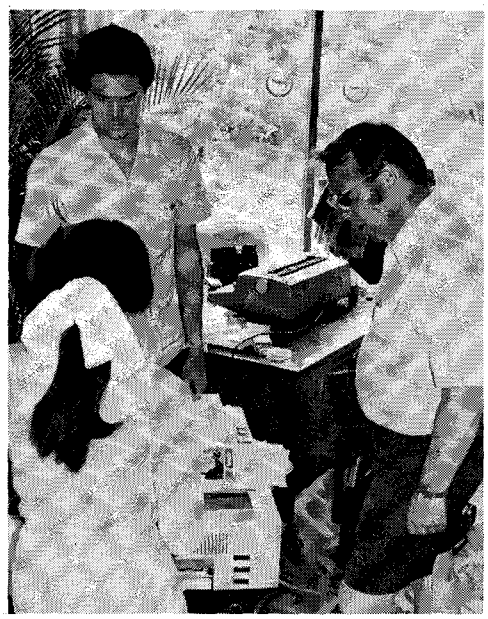


Roy M. McClure, NIRA President-Elect, and Miles M. Carter, Outgoing President.

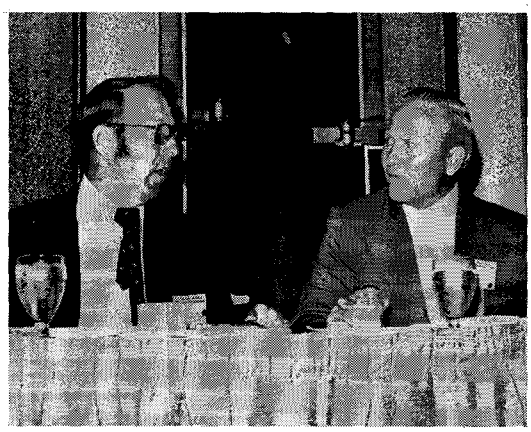


First-time delegates meet the CIRAs. First-timers were: Dale Bach, Olin Corp.; John Bowman, Burns Harbor Athletic Assn.; Ellie Decubellis, Raytheon Company; Dave Edginton, R.R. Donnelley and Sons Co.; Governor Norman Erbe, Dept. of Transportation; Pete Gullotto, Raytheon Company; Edward Hagman, Fischer and Porter Co.; Flores Hess, State Farm Insurance; Vicki Hill, Raytheon Company; James Kurtz, Bundy of Canada Limited; Priscilla Mertens, State-USIA Recreation Assn.; Michael McDaniel, Kerr-McGee Corp.; Jim Mikel, R.R. Donnelley & Sons; Brian O'Neill, Bureau of Outdoor Recreation; Joe Ramirez, R.R. Donnelley & Sons; Frank Ripsom, State Farm; Rodney Smithson, Illinois Agriculture Assn.; O.J. Thibodeaux & Sonia Thibodeaux, The Cummus Company; Jill Tippin, Solar Employees Recreation Assn.; William Tuthill, Pratt Whitney; Robert Wanzel, Laurentian University; Susan Williams, Eastman Kodak Company; James A. Wilson, Jr., Stearns-Roger

CIRCLE READER SERVICE CARD NO. 37



Preparation of the Convention daily newsletter was made possible, in part, by use of this Xerox Machine, compliments of Xerox Jamaica Ltd.



1975-76 President William B. DeCarlo and outgoing President Miles M. Carter.



Mel Byers attends his last NIRA Convention as a representative of Owens-Ill. where he gave a dynamic talk on "Communication."

education programs



NIRA delegates listen to poignant talk by Darab Unwalla



Exhibitors' Educational Session.

"Opportunities for expanded relationships between industry and the academic community" — In a pertinent and interesting presentation, Dr. Darab Unwalla set out several assumptions based on NIRA member interest in education. Education, he said encompasses the principles of imitation, repetition and self-growth. He discussed the reasons for more education; the problems education generates; and the continuing educational opportunities for NIRA members such as extension courses, correspondence courses, night courses, etc. Education is a continuous thing, he added, enabling the recreation director to cope with change. □



Dr. Darab Unwalla



Dozens attended this educational session on OSHA.



Attorney Walter Krawiec, speaking on "A now look at OSHA, as the states take over administration of the act," delved into both routine and vitally significant aspects of industrial safety.

In 1970, Congress took a look at how to rectify the glaring deviance between individual state and Federal plans. An Assistant Secretary of Labor position was created to specifically handle OSHA concerns.

Since that time, we have seen many beneficial changes taking place with regard to industrial safety maintenance. Among the most notable are: the discretionary levy of penalties by the Department of Labor upon routine violations; when loss of a limb, eye, or life appear to be an immediate probability (due to obvious lack of safety standards) this penalty becomes a mandatory levy by the C.O.L.; willful violation by businesses are subject to criminal punishment and are treated as such.

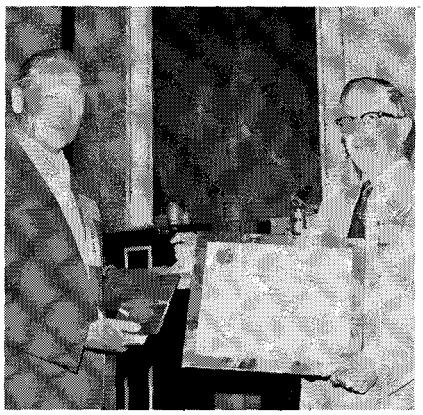
Krawiec advised that although the D.O.L. is not lenient on violations, they will accept applications for variances with regard to OSHA standards; especially where local state standards are at odds with Federal limits □



Mike Horwitz, speaker, takes a brief respite.



A Certificate of Excellence Award goes to Jack Frain, McDonnell Douglas, St. Louis.



Citizens Savings Athletic Foundation award to Pratt & Whitney accepted by President of the Employees Assn. William Tuthill.



John Grubar, National Rifle Association, presents awards.



Steve Polaski, Sundstrand Corp., is recipient of the Citizens Savings Foundation Award for his recreation program.



Promotional Awards Contest winner Dick Brown, Texas Instruments.



Certificate of excellence & promotional award to Bill Wright Lockheed — Sunnyvale.



Promotional award winner Ed Hagman of Fisher & Porter.

awards

post-conference tour

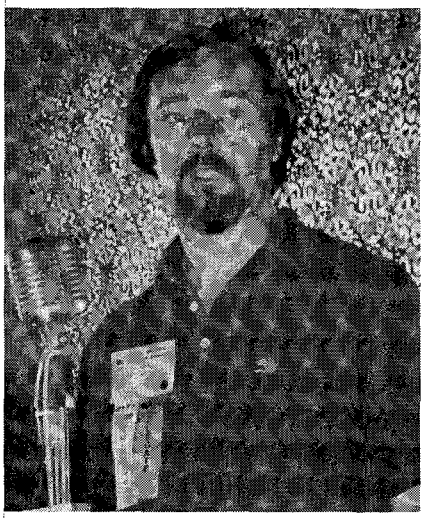
Delegates board bus for post-Convention tour to Runaway Bay Hotel and Holiday Inn, Montego Bay.



Promotional awards contest entries.



Managing Your Board of Directors Effectively



by Dick Brown, Texas Instruments — Texins Association
and
George Mullen, Frigidaire Employees Recreation Association

IN a brief and beneficial talk, Brown told how he manages his 13 member employee elected Board. Brown, as the hired manager of the Board and of the recreation association, said his major task is to keep the board and the company happy. His Board, he noted, is a policy-making body, not operational. The Board suggests, he researches and formulates, they approve and he implements. Brown pointed out that Board meetings offer an excellent opportunity to bring up new ideas.

To get ideas approved at the Board level, Dick cleverly answers all questions adequately, not giving too much information, just enough. He is always sure to single out helpful people on the Board for praise and to work with those with certain skills or intelligence.

Mullen, told how he provides a well-balanced program which meets with Board approval by listing 10 ways of successful managing. The FERA Board, he noted, is comprised of nine appointed members that represent management from seven different areas of the company. To assist the Board, a recreation committee was formed to formulate programs and long-range plans comprised of three Board members and the recreation Director who serves as an advisor.

Research

Do extensive research into the types of programs being conducted or recommended, i.e., number of participants, receptivity, cost to include equipment, maintenance, rent, etc. Be able to back up your programs or proposals with facts — be a **TOP** salesman, know your products.

Evaluate

Constantly evaluate each program, prior to, during and after each season. With your committees or coordinators formulate revisions and recommendations to be presented to the Board members on a regular basis (monthly, semi-annually or annually).

Resources

Use your volunteers (commissioners, coordinators, committees) to their fullest potential. Plan and develop your programs based on their knowledge and expertise in their specific activity area and keep the Board advised that this is the committee's recommendations as well as yours. You also have available the many NIRA program services as a resource that can be tailored to your needs.

Eliminate the so-called "Give Away" programs, let the employees have an investment in the programs. Programs that the employee contributes to financially tend to have fewer administrative problems than those offered free. It makes it **their** program instead of **your** program. It also shows your Board you, as well as they, are concerned with how the monies are being spent.

Avoid A/O Advice

Avoid presenting programs that you would like to see implemented, and focus your recommendations and advice on those activities the employees want and will participate in. Use your surveys to back your recommendations.

Thanks

Let your Board know when participants enjoy and compliment the types of programs they are making available to them. How else will they know if from time to time someone doesn't take the time to tell them.

Inform A/O Invite

Keep your Board informed of the current and coming events. Invite them to attend some of the sponsored activities as well as recommending they attend seminars and conferences.

Observe

See what other recreation directors with successful programs are doing in relation to the support they are receiving from their board and relate these observations to your situation.

Never

Don't assume all or any of your Board members are aware or informed of programs or projects. Give them a phone call, informal note or a detailed report. In other words do what is necessary to get the job done — Follow it up.

Cob

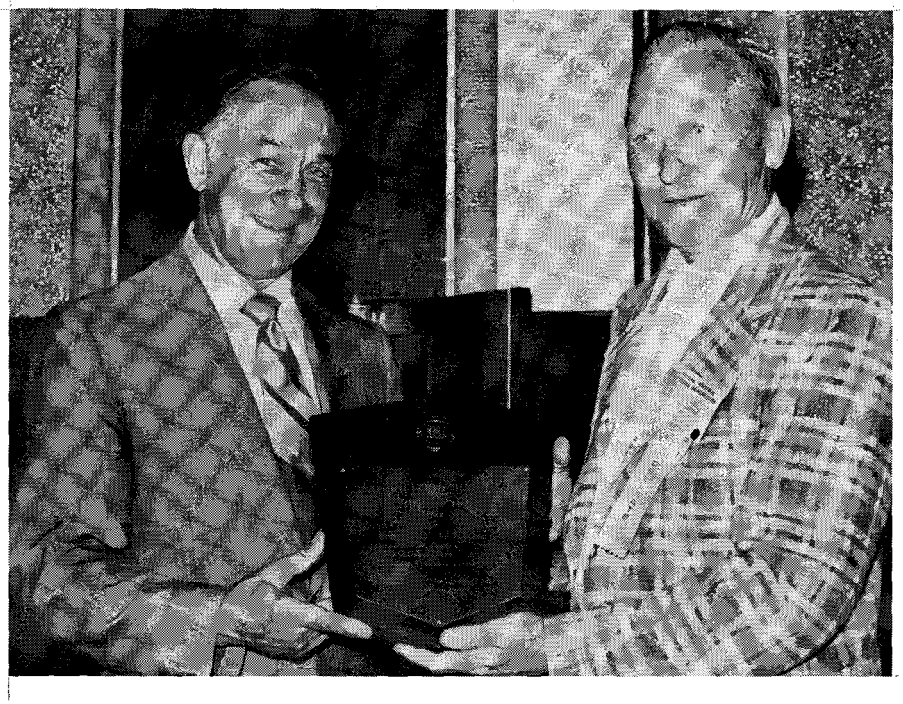
Cob is the use of a little reverse psychology on those "Tough To Convince" members of your Board. You plant the seed that will let them think it was their idea or program to begin with. In other words, be "conniving."

This can be a successful way to spell RECREATION by effective managing. □

Charles J. Pilliod — 1975 NIRA Employer of the Year

Goodyear — 'Something for Everyone'

(The following is the complete text of the talk given at the NIRA Convention by Charles J. Pilliod, Jr., Chairman of the Board, Goodyear Tire & Rubber Co., who was named 1975 NIRA Employer of the Year.)



Charles J. Pilliod, Chairman of the Board, Goodyear Tire & Rubber Co., receives the NIRA Employer of the Year Award from Miles Carter.

Goodyear's program began informally in 1897, the same year the company was founded. The details are a bit hazy in our history, but they probably involved marking off a baseball diamond on the factory grounds and driving in a couple of stakes for horseshoe pitching — using the rubber horseshoes that were among our first products.

We also made rubber poker chips at the time, and I'm sure that at least a few of them were put to good use in that more hazardous past-time.

Our recreation program was formalized in 1920, and it has been a going activity ever since.

Because the National Industrial Recreation Association presents this award to individuals, and because of my strong personal belief in recreation, I'll accept it for myself, as well as the company, and we will display this handsome plaque with a great deal of pride.

I, for one, believe that NIRA's dedication to industrial recreation is responsible for a lot of the things that are going "right" for America today and a lot more things would go right if more people got involved in the activities you work so hard to promote.

Industrial recreation — from table tennis to rifle matches — is a way of life for Goodyear, not only in the states but worldwide. And that includes every continent, excluding Antarctica.

The belief that sound, healthy, motivated employees make productive employees and that recreation and sports activities add meaning and interest to their lives and those of their families **is an essential part** of our industrial relations philosophy abroad as well as at home.

Recreation, whether taking part in a theatrical production, playing volleyball, or playing duplicate bridge, is a morale booster that business can't afford to ignore.

When families do things together, whether they live in Sao Paulo, Brazil, or Berea, Kentucky, they become closely knit as they share common experiences. Whether it is picnicking or fishing, or getting together for a game of backyard softball, the family that plays together as they say, stays together.

Now it's easy to talk in generalities and toss around statistics, but I would prefer to be specific. So, I'm going to give you a miniature portrait of what Goodyear does in the way of recreation and then you can multiply that by the 137 domestic and international facilities we have that employ more than 150,000 people.

If you should take the coast road that leads north out of Kingston for about 35 miles, you would reach the small community of Morant Bay, Home of Goodyear's Jamaica Tire Plant. Alongside the plant, which you would pass before entering the town, you would see a large soccer field and a fine cricket pitch. If you had been there yesterday, you would have seen me bowl a few prior to the Goodyear cricket team's match in an industrial league game.

At this plant, which was established in 1965, we conduct two types of employee activities programs. One is for employees; the other is for the families of employees. Our sports activities for employees include cricket, soccer and table tennis.

Our program for employees' families is quite varied. There are annual talent shows, an arts and crafts fair in which families display their own work, a Christmas party for children and another for adults, and an annual family day that features athletics for the kids. I hope that gives you some idea of what we do in industrial recreation.

But because people, customs, traditions *and* recreational interests differ around the globe, we offer a varied menu for all our employees

and their families — no matter where they live.

Because I've spent the major part of my career in Goodyear's International Organization, I'll concentrate first on what we do abroad.

I can't think of a Goodyear factory outside of the United States whose premises don't include some sort of sports layout. Generally it's a soccer field — as in Thailand and Zaire. Sometimes it's a baseball field as in Colombia and Venezuela. Or it's a cricket pitch as in Jamaica and England. Or a basketball court as in France and Turkey. But we know that stretching muscles **is only part** of a well-rounded recreation program.

So even in our offices in large cities — such as Athens, Bangkok, Manila and Istanbul — equipment for table tennis, chess, darts, shuttlecock and bridge is stashed away for informal or organized competition after work hours or at lunch breaks.

We sponsor theatrical groups, knowing that self-expression and working together are important parts of lives, plus being a lot of fun. These progams are loosely patterned after our amateur productions in our Goodyear Theater in Akron, which attract audiences of more than 15,000.

As in the United States, Goodyear is a staunch supporter of scouting in Europe, South America and Asia. As a matter of fact, we're one of the largest industrial sponsors of Boy Scouts in the world. All told, we sponsor 70 troops, including 29 in Akron and 39 others in the states.

Although Goodyear's recreation and sports programs in places such as Indonesia and Luxembourg are modeled, in good part, on those in the United States, some are quite unique.

For example, Goodyear International Corporation — which directs our international operations — annually conducts what must be one of the few *truly* worldwide golf tournaments.

More than 400 Goodyearites in about 30 countries compete each year in this competition. And these duffers have discovered it's as easy to top a ball in France as it is in Australia.

In England, the best field hockey team in Goodyear intra-company competition and in the industrial league at Wolverhampton — site of our factory — is "Singh United." It's made up of Goodyear employees, all expatriates from India.

One of the team's advantages is that they talk the Punjabi language — worse than Greek for their opponents — during play.

Our Swedish company sponsors cross-country skiing competition for employes, and the biggest motor rally club in Luxembourg is the Goodyear Rally Club.

We're discovering, in some countries, that sports programs for employes' children make a solid contribution to good employee relations. More than 350 Goodyear children are competing in soccer tournaments at our factory in Yumbo, Colombia, outside Cali.

About 200 children of employees and kids from the area surrounding our tire plant at Las Pinas, near Manila in the Philippines, compete each year in a six-month mini-basketball program which includes clinics, instruction, and round robin competition. The boys play on scaled down courts, using lower baskets and smaller balls.

In addition to providing playing fields or courts, many of our international subsidiaries have pavilions or social club buildings in which indoor sports from darts to chess to snooker to badminton are played.

The same installations are used for dances or social functions.

That pretty well wraps up what we do abroad. So now I'll tackle what we do domestically. But before I do this, let me say that I realize you people are **the experts** . . . the professionals who understand the merits of recreation.

So I'm not going to dwell on how after-hours recreation builds morale, or helps produce a more closely knit and cooperative organization.

Goodyear is a big company and it's getting bigger each year. During our early years we thought of ourselves as a "family," and we were on a first-name basis with many of our employes.

The larger you become, the more difficult it is to maintain this personal approach. But it is through such efforts as we make in industrial recreation that we counter the tendency toward becoming "just a place to work."

Through our programs, large and small, we are still pretty successful in maintaining a sort of "family spirit," and this lets our employes know beyond question that we care about them and their families.

And this is true, whether these employes are on the job or off. In fact, I've said it before and I'll repeat **it now, management has an obligation to see that employes achieve a sense of personal satisfaction in what they do, whether it's in the plant or on a playing field or taking part in a musical production.**

Our largest recreation program, of course, is in our headquarters' city, Akron, where we have the greatest concentration of employes — 16,000. There, as in our other domestic and overseas plants, we actively promote the idea of employes taking part in sports — including our numerous leagues for basketball, softball, flag football, bowling, volleyball and golf.

I'm sure you're sharply aware of the boom in tennis and skiing in your own recreational work. These two sports have caught on at Goodyear, too, and memberships in these clubs have skyrocketed recently.

The word "involvement" is close to Recreation Director Chuck Bloedorn's heart and he applies it to — the more than 1,200 employee volunteers who head and help direct the activities of the 45 various clubs the company sponsors in Akron.

continued on next page

Charles J. Pilliod speech continued

Let me tell you how this volunteerism works, and the double benefits it pays to those involved. At our 75-acre employe park near Akron, Wingfoot Lake, we have numerous activities, the most popular being picnicking and fishing. But when we started refurbishing the park a few years back, the Goodyear Hunting and Fishing Club wanted to build a lodge. The club, incidentally, is the largest of its type in the world with a membership of more than 5,000. Well, we donated land for the project, and gave them some financial help and materials. But here's the important thing: Club members, most of them craftsmen in our own plants, built the lodge themselves. These fellows worked hard and got a real kick out of it — and I know they enjoy the lodge a lot more than if it had been handed to them on a platter. Chuck tells me the lodge and its trapshooting range would have cost about $150,000 if those fellows hadn't pitched in and done the work themselves.

This do-it-yourself philosophy caught on at our Gadsden, Ala., Tire Plant where our employes built an 18-hole golf course, and at our textile mill in Rockmart, Georgia, and at our plant in Union City, Tennessee, where they built nine-hole courses.

Let me hit the highlights of what we have in Akron. We have eight athletic fields, and a large gym in Goodyear Hall that gets a real workout — **six and seven days a week** during most of the year. In the basement of the hall is an 18-lane bowling alley that's usually filled to capacity during the long bowling season.

But the heart of our recreation program in Akron, and I know Chuck goes along with me on this, is "something for everyone," and here's where our 45 company-sponsored clubs come in. These clubs offer a regular "smorgasbord" of activities — ranging from chess and bridge to model railroading and photography.

We even have a Gourmet Club that could just work against the waistline — if the meals live up to what I've heard about them.

What do these clubs do for our employes? Are they worth the bother and expense and time? Well, the Toastmasters' Club has produced men who are at ease on the podium, and the Foremen's Club gives our men a chance to exchange ideas and maybe solve a problem or two.

But the real value is that it gives our employes a "sense of belonging," and that's something money can't buy.

The members of these clubs — whether it's Men for Christ or the Rose Club — share common interests. I don't care if it's flower growing or stamp collecting, people need an outlet for their interests.

And in the long run, Goodyear is the winner because these different after-hours activities can't help but produce **a more positive work attitude** whether the member sits behind a desk or operates a machine.

I know numbers tend to be impersonal, but these I consider to be **very** personal, because each one represents a human being who is doing something he or she likes to do.

The number is 22,000. That's the total membership in our clubs alone. Now there's some overlapping, of course, and a few of the members aren't Goodyear employes — but that's all right because we **don't** try to hold a monopoly when it comes to recreation.

These diversified activities are the fiber that joins our people into a well-knit, cooperative group — both at work and away from the job.

Let me give you just one example of how this works. At our Windsor, Vermont, plant, which isn't very big as Goodyear Plants go, there's a rifle team. Up there, where they produce shoe products, these guys perfected their .22 rifle sharpshooting to the point where they've won the industrial division of the National Rifle Association Tournament **three years in a row.** Now this team was up against some teams from much bigger organizations — including our own Akron "Zeppelin" Rifle Team, which has won the championship a couple of times.

Now, as professional recreation directors, what do you think this did for the morale of those guys up in Windsor — not to mention the plant as a whole?

No description of our recreation program would be complete without briefly mentioning our company's amateur basketball team, the Akron "Goodyears." The company fielded the team from 1914 to 1970 when competition dwindled to the point it didn't pay to play.

But during those years, the team served as "Goodwill Ambassadors" for the state department, won two AAU titles and produced five olympic gold medal winners. But more important, served as a reservoir for executive talent.

Its alumni included a chairman of the board, a president, plant managers and others in executive and managerial posts. Sometimes rumors get around to the effect that you can't get to the top in Goodyear without sneakers or cleats. It's not true, but it doesn't hurt.

We haven't completely forsaken amateur basketball competition, as our "All Stars," picked from the best of our leagues, still meet the best teams of the other three major rubber companies in Akron each year.

As for physical fitness, this brings me to those white house reporters who cover the presidents. They know the public is always eager for tidbits about their chief executive, and they have written reams about their interest in exercise. Franklin D. Roosevelt had his swimming in the

continued . . .

White House pool and at Warm Springs, Georgia. Harry Truman made his early-morning constitutionals famous as he led a pack of out-of-breath reporters around Washington. Ike had his golf, and had only to walk to the rear of the White House to practice his swing. John Kennedy had his sailing and touch football, despite his back ailment that often was painful. And perhaps the best-publicized of the presidential athletes is Gerald Ford, who at the age of 61, is still a four-sport man — taking time out for skiing, swimming, golf and tennis.

This is all well and good, knowing that those who face daily pressures in high places need a release, and that they keep in shape by exercising and forgetting about the job for awhile.

But what about the man and woman in the office or the plant? The people you concern yourselves with? Their problems, to them, are every bit as big as those who make national and international decisions. And thanks to you and your efforts, you're making their lives . . . at work and at home . . . a lot easier and certainly more enjoyable.

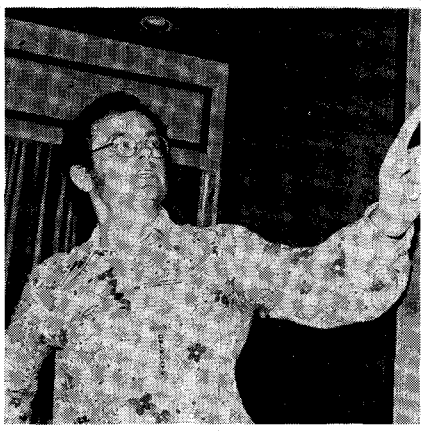
So, as I thank you once more for the recognition you have accorded Goodyear's program and my support of it, I want to leave you with this parting thought: It's in our power, by taking part in recreational activities, not only to "earn more life for our years," as the saying goes, but to gain more years for our life.

The vitality of the citizens of any nation is one of its most essential resources. If this vital resource is wasted or ignored, it destroys much of the ability to meet challenges that are presented.

Through recreational programs such as you direct, whether it be hunting or fishing or a game of half-court basketball, by instilling in others a desire to be active in middle life, and beyond, we and all the other nations on this globe can produce individuals who will not only live longer, but will enjoy the many diversions that life has to offer, even when our working days are over. □

'Measuring Recreation's Effect on Productivity'

by Dr. Reginald Carter, Ph. D., Dept. of Social Services, State of Michigan and Dr. Robert Wanzel, Chairman of Sports Administration, Laurentian University, Canada



Dr. Reginald Carter, speaker, tells how recreation affects productivity.

IN this immensely important talk, designed to give the recreation director a **raison d'etre** for his programs, Drs. Reginald Carter and Robert Wanzel discussed the beneficial effect which recreation programs and facilities have upon productivity. They discussed recreation in relation to job enrichment and motivation. Data was presented based on a study conducted by Dr. Carter at Johnson Wax Co. and on a special Canadian study by Dr. Wanzel of 12 Canadian companies, including 1200 employees in six different Canadian cities.

Dr. Carter posited the theory that many managers are currently assessing the possibility of offering job enrichment opportunities to employees. Such an approach seeks to increase the worker's investment of self-esteem in the work role. However, only a small portion of jobs in industry today can be restructured realistically to offer a more challenging, interesting or rewarding experience.

Industrial recreation's history has paralleled economic events. The budgets for recreation have been trimmed in periods of war or depression and vice versa. With the introduction of vending machines, a supplementary source of income was made available to support these activities. Today, the majority of the nation's larger plants, those with over 5,000 employees, have recreation programs.

Company sponsored recreation programs, he said, offer many of these desirable characteristics to all employees. Moreover there are several unique qualities that recreation enrichment can offer.

Recreation enrichment affords greater freedom to choose which potential an employee wants to develop; it affords greater flexibility in choosing when and for how long an employee can develop a specific potential; recreation enrichment programs can easily be voluntarily organized by the employees themselves; programs endlessly mix the composition of participants so that new interpersonal relationships between diverse segments of the organization are forever occurring and recreation programs may prove to be fruitful "training camps" for future organizational leaders without any serious risk to the employees or the company.

Along with these unique advantages, recreation programs offer more of the same opportunities suggested by promoters of job enrichment: **(1) challenging sports; (2) advancement through a hierarchy of leagues based on ability; (3) opportunity to develop a variety of latent potential abilities; and, (4) high intrinsic reward is built in since the recreation activities are self-selected.**

"In the Johnson Wax Study we attempted to prove our theories," he said. It investigates the benefits of industrial recreation as an alternative source of self-esteem. The site of the research was the main operation of the Johnson Wax Co. in Racine, Wisconsin of which Dick Wilsman, is recreation director. A 1-½ percent sample of employees was drawn and interviewed during the summer of 1974.

The results indicate that almost all employees participate in some form of company sponsored recreation. The employees who have the most rewarding work reported the least amount of benefits from their participation in recreation. The office personnel and hourly workers gained the most benefits.

Recreation at Johnson Wax

SOME form of company sponsored recreation has been available to Johnson Wax employees since the 1950's. There are about 3,000 members of the recreation association, the Johnson Mutual Benefit Assn.

In 1957 the company purchased 36 acres of land just west of Racine and developed Armstrong Park, which has become the site of many recreation programs. The park facilities include picnic areas, softball diamonds, driving range, pitch and putt practice area and a club house.

Johnson Wax also has a small hall (i.e., Johnson Mutual Benefit Association Hall), a theatre (i.e., Golden Rondelle), summer cottages (Fence Lake Resort), and a fishing lodge in Canada (Mulvenna). Many of the recreation programs (i.e., basketball) are staged in rented local community facilities (i.e., Prairie School, Memorial Hall, Case High School). The recreation program offers a wide variety of men's and women's sports, clubs and cultural events as well as special events (i.e., Children's Christmas Party).

An integral part of the recreation program is the extensive autonomy of the volunteer members who basically organize and operate the recreation activities with the help of the recreation manager, his recreation administrator and his secretary. The individual and team sports, and special events of clubs are organized by an employee who is generally very interested in that particular recreation activity. Representatives of *both* management and hourly paid employees are frequently involved in the same sport or activity. In some cases such opportunities for leadership in organizing these activities has resulted in the discovery of latent supervisory skills among both blue and white collar personnel. However, this serendipitous result should not be considered the most important function of a recreation program. It is primarily designed to be a time to relax and *not* simply an extension of the job and its responsibilities.

The cost of operating this recreation program is shared by the company and its employees. As with many industrial recreation programs the company matches the employee contributions and usually takes a lion's share of the cost of new facilities and the maintenance of established ones.

Most of the employees at Johnson Wax report high satisfaction with the recreation program. The 1972 company-wide opinion survey indicated that 92% of the employees were satisfied with this aspect of employment. This was the highest percent reporting satisfaction for any of the items included on the survey.

Management representatives at Johnson Wax are convinced that the program offers many advantages. Although they are presently considering the feasibility of selectively introducing some job enrichment experiments there is high agreement that such a program would be a supplement to and not a replacement of the highly beneficial recreation enrichment program.

The Sample

A 1-1/2% sample of Johnson Wax employees was drawn from the payroll list. No salesmen or members of the Board of Directors were included because of interview scheduling difficulties. The sample was, however, considered representative of the entire employee group in terms of the distribution of respondents according to sex, style of compensation (i.e., hourly wage, salaried and exempt), type of occupation, (from janitor to vice president) and shift. In short, the demographic and occupational characteristics of the

sample accurately reflected the same characteristics as the Johnson Wax labor force.

Regardless of the kind of work being performed the respondents were asked to assess their job in terms of its interest, challenge, variety, opportunity for advancement and recognition, amount of feedback necessary to correct mistakes and utilization of their abilities. These dimensions were suggested by Roy Walters, President of the consulting firm of Roy W. Walters Associates (1974) as indications of receptivity for job enrichment programs. We constructed a scale from these items in order to investigate the relationship between job enrichment receptivity and recreational involvement. *The basic expectation was that those employees who report a low degree of interest in their job, lack of challenge, recognition, variety, or opportunity for advancement in their work assignment, absence of enough feedback to correct mistakes and an under-utilization of their abilities would not find their job to be a source of self-esteem. These same workers would thus seek self-esteem through other roles and should be the most likely participants in the recreation program.*

Likewise, those employees who report having a highly interesting, challenging job with a great deal of variety, opportunity for advancement and recognition, and enough feedback to correct mistakes as well as a high utilization of their abilities should receive a great deal of self-esteem from their work role. They, consequently, will *not* be as likely to seek additional self-esteem through other roles and thus should be the least likely to participate in the recreation program.

In general, the employees at Johnson Wax see their work as interesting, challenging, having variety, enough feedback to correct mistakes and utilizing their abilities and skills. The lowest rated items indicated that they also saw less opportunity for advancement and recognition than the earlier mentioned characteristics.

'Most employees reported satisfaction with the program'

By combining *all* respondents into *one* mean we tend to gloss-over some important differences within the sample. Most job enrichment literature does not deal with professional personnel who are assumed to already be experiencing many of the job attributes promised by the conversion of job enrichment. In short, much of the thrust of job enrichment is toward making "every employee a manager" (the apt title of Scott Myer's recent book). By distinguishing between hourly paid workers, office personnel and salary and exempt employees we can investigate the often assumed difference among these groups in terms of their assessment of the work role.

The results of this comparison of mean responses for each of the three groups clearly demonstrates the idea of consistent differences between pay groups. Surprisingly the office personnel were lowest of *all* three groups on all but one of the dimensions measured (i.e., challenge). The assembly line workers, who are often stereotyped as the workers with the worst jobs, fall between the office personnel and the salary and exempt employees. The most obvious deduction from this comparison is that the jobs which offer the least amount of self-esteem are probably the office personnel positions. These employees followed by the hourly workers and finally the salaried and exempt employees should be most receptive to seeking self-esteem in non-work related roles.

'91% of those surveyed participated in some form of recreation program'

Reasons for Participation

THIRTY-ONE of 34 (91%) of the employees participated in some aspect of the recreation program at some time at Johnson Wax. This percent is remarkably close to the 92% who reported being satisfied with the recreation program in the company-wide 1972 Opinion Survey conducted by Johnson Wax and analyzed by the University of Wisconsin-Milwaukee.

There were a variety of reasons given for participation: (1) stay in shape; (2) enjoyment; (3) socialize with people; (4) for children; and, (5) relaxation. There was no apparent pattern in reasons for participating in the recreation activities. However, regardless of the reasons, the vast majority had taken some advantage of the numerous offerings available.

Do these employees who frequently participate in recreation activities also report a low score on the job enrichment scale? If they do, then our primary hypothesis regarding the seeking of self-esteem through a non-work related role would be partially confirmed. We pursued this line of investigation by dividing the total sample into two groups: (a) low participators (i.e., respondents not participating in any activity or as few as two); and, (b) high participators (i.e., respondents participating in three or more activities). These groups were then categorized according to their respective pay groups.

The results of this comparison suggest very clearly that an individual's perception of his job, along with the dimensions we investigated, does *not* predict his degree of participation in the recreation program.

Nonetheless, it does demonstrate some rather interesting findings in terms of the relationships between recreation participation and job involvement. The employees who report having the most interesting, challenging, and basically rewarding work (i.e., the salary and exempt employees) are also the highest participators in the program. They, thus, seek self-esteem from both roles. The hourly workers, who report having less rewarding jobs tend to also seek additional self-esteem through active participation in the recreation role. However, the office personnel in this limited sample who have the least rewarding jobs do not participate in the recreation activities as much as either of the other two groups.

The three respondents who reported no involvement in the recreation program may offer some clues to thei

reasons for not participating. Two of the three employees are relatively new to Johnson Wax. One had only been employed for 1 year and 8 months and the other only for six months. Both had limited information about the program's offerings and one had expressed a current interest in becoming more involved with the recreation program.

However, the third non-participant had worked for Johnson Wax for 8 years and clearly found his self-esteem in non-sport activity (i.e., children, yard, house). He readily admitted that he just wasn't the type of person to play sports or join activities. It really would not matter what the recreation program offered in terms of sports, special events, etc.

He illustrated a particular approach to non-work related activity which permeated a minority of workers at all levels. Their approach to "free-time" (after 5 o'clock and vacations) was to spend it with people outside of their immediate work place. One member of the research and development staff even contended that recreation activities could often hinder his ability to exercise independent judgment regarding a job decision. Such considerations comprised his rationale for non-participation in recreation activities. These positions of personal freedom to participate or not in recreation activities should always be viewed as legitimate and reasonable. Recreation activities should always be optional for the employees.

'Office personnel experienced lowest amount of enrichment from recreation'

Benefits from Recreation

THE benefits from participation in the recreation program were divided into six categories: (1) make many friends; (2) meet many fellow employees; (3) develop physical skills; (4) develop social skills (ie., conversational abilities); (5) develop leadership skills; and, (6) others.

The most common reported benefits attained from participation (in order of frequency) were: (1) meet fellow employees (28); (2) make many friends (25); (3) develop social skills (22); (4) develop physical skills (19); (5) develop leadership skills (13); and, (6) others (3 - knowledge of sports; knowledge of archery; health benefits).

More Benefits from Job or Recreation?

THE respondents were asked if they were more likely to obtain the benefits listed above from their job or rom their participation in the recreation program. Their esponses clearly indicated differences in sources of enefits. Both office personnel and hourly employees nore frequently cited recreation activities as a more kely source of benefit than their work. The main benefits they reported were making friends and meeting fellow employees. Seldom did they report any development of leadership skills as a result of their involvement in recreation.

The salary and exempt employees reported gaining more of these same benefits from their *job* rather than their recreation activities. Although they reported a larger percent of ties (where recreation and their job equally contributed to a benefit) this group clearly were gaining more benefits from their work. The most frequently mentioned source of benefit from their recreation was the development of physical skills.

All three groups are characterized by wide differences *within* the group. There were employees who reported benefits only from recreation. There were also employees (especially the upper management representatives) who only reported benefits from their job.

The fact that those employees who report the lowest job enrichment scores were also the most likely to assert benefits to their recreation participation lends support to the initial hypothesis that such individuals gain self-esteem in non-work related roles. Likewise, those employees that experience high job enrichment characteristics in their work (i.e., salary and exempt employees) do not report as high benefits from participation in recreation as from their work.

Recreation Enrichment

THE respondents were then asked to rate their participation in the recreation activities along the same dimension they assessed their job (i.e., interesting, challenging, variety, etc.). There was not much difference reported among the three groups. The hourly and salaried both reported a high degree of recreation enrichment. However, the office personnel indicated a lower recreation enrichment score.

Once again the office personnel indicated the lowest amount of enrichment obtained from recreation. This generally reinforces the other indicators of low company involvement either on their job or in the company sponsored recreation program.

Consequence of Recreation for Work

APPROXIMATELY half of the respondents (i.e., 15 of 31 who participated in some form of recreation) reported that they experienced some positive consequences in their work as a result of their involvement in the recreation program. The most common type of consequence resulted from an increased knowledge and understanding of their fellow employees.

Importance of Participation

THERE was little difference between the three pay groups regarding the amount of importance they

placed in participation in industrial recreation. All employees reported that it was "only slightly important." Moreover, two-thirds believed that if they had the opportunity to work at another company on the same job with the same pay the recreation program at Johnson Wax would not be an important factor in their decision to stay at Johnson Wax. Of course, many other factors came into play when an employee considers making a job change.

This study began by suggesting that recreation enrichment is a viable alternative to job enrichment. Although the report does not offer a definitive answer, the findings do suggest that many employees who do *not* presently have enriching job experiences value more highly the benefits achieved from participation in the recreation activities sponsored by the company. Such an alternative source of self-esteem should be made available to workers in an enriching job cannot be provided. Recreation enrichment has many of the advantages of job enrichment plus several unique qualities.

For a copy of the entire talk, contact NIRA headquarters.



Dr. Bob Wanzel describes his Canadian attitudes study.

DR. WANZEL based his discussion on a Canadian study of attitudes he conducted.

Is recreation then preventive thing? he mused. In a one year Canadian study of 100 Canadian employees, a vigorous exercise program did strengthen heart muscles, allowed more blood to flow to the brain; there was a higher aggravation tolerance level, the participants had greater self-confidence, were more relaxed, participated more and were more assertive with opinions and ideas.

Recreation in industry, from research conducted, seems to increase productivity, reduce turnover & absenteeism and boost morale. In addition the proportion of employee productivity versus the cost ratio has proved to be effective.

In a two-year study by the National Industrial Health Board of Great Britain, it concluded that a lack of sufficient recreation was the cause of about 20 percent of all absenteeism.

A company in the U.S. discovered that the decrease in recreation in its plant resulted in more absenteeism.

Dr. Ken Cooper of the Aerobic Institute in 1972 found a relationship between school absenteeism and no recreation.

The National Aeronautics and Space Administration in a six-month exercise study with 40 top business executives found they were able to maintain a higher level of productivity during the day. On this basis, an exercise program is a asset to management not just a fringe benefit to employees.

Such information, Dr. Wanzel said, led him to conduct his Canadian attitudes study undertaken to analyze attitudes of Canadian employees concerning their participation in recreation and fitness programs. Geographic location, marital status, population, occupation and other variables were considered. People in governmental, financial, petroleum, manufacturing and utilities companies were surveyed.

Dr. Wanzel discussed how many of the 1,200 surveyed participated in some type of recreational activity (a decrease in participation was inversely proportional to age). Sixty two percent of those over 46 said they were involved in an active fitness program; in the 15 to 25 year old category, 75 percent. Sixty-eight of the executives were involved in doing something now; 70 percent of the office workers. Seventy male and 68 percent of the females were involved in doing some type of program. Seventy-four percent of those in a program, said they would like to become involved in a top activities program but 62 percent of those involved in nothing yet said they wanted to become involved in something. Sixty-nine percent of the executives said they'd become involved and 57 percent of the office workers.

Should the company provide a facility for its employees? Sixty-five percent of his sample said yes; 53 percent of those over 46 said yes, and 73 percent of those in 15 to 25 age group said yes.

Does company size make a difference? In the medium size company (200-800 employees) 59 percent said the company should provide a facility, and those in large companies (over 800 employees) 67 percent said the company should provide the facility.

The study revealed that the pretroleum industry was the lowest in agreement that a company should provide a facility and in highest agreement were the governmental agencies — 78 percent. The petroleum industry is too spread out. If it provides one facility, it would have to provide facilities in all branch offices. The government already has facilities and is attuned to this.

If a company provides facilities, will it enhance job satisfaction? In the U.S. today, he said, 30 percent of top management turns over annually; 35 percent of middle management is looking for a career change. In his study, he found little difference between those dis-

Recreation and Productivity continued . . .

satisfied and those satisfied with their job concerning recreation. Sixty-one percent of the satisfied group said they were in favor and 66 percent of the dissatisfied are in favor.

Would a recreation program improve employee morale? Sixty-nine percent said yes. In doing other research, Dr. Wanzel found at Xerox replacement of a top executive costs about $600,000. If we change and improve morale, thus keeping the executive longer, we are providing a service to the employees and the company by saving money.

Dr. Wanzel also obtained **reaction to compulsory recreation** — one hour set aside during the day when recreation would be mandatory. He first wanted to know what the respondents felt would happen to productivity. Some 55 percent said it would have no damaging effects. In fact, they indicated if they work in six versus seven hours it would not affect productivity. Sixty-five percent of the executives said it would have no effect and 67 percent of the office workers.

Dr. Wanzel indicated there are AMA and President's Council studies which show exercise during working hours is preferable to before or after. If the recreation program were compulsory, 50 percent said yes they would participate in a compulsory program. Of the 50 percent, 61 percent said they'd participate tomorrow. Forty-two percent of the older group said they would participate. Fifty-five percent of the executives and 51 percent of the office personnel said they would participate. Of those already in a program, 51 percent said they would accept compulsory recreation. Of those not in any program, 45 percent said they would accept a compulsory program.

Based on the few results of his study mentioned in his talk, Dr. Wanzel feels there is a definite market for recreation programs in industry. He concluded by encouraging those with recreation programs to measure the success and the effect on productivity enabling those without programs to have data to present to management.

For more details on the study, contact Dr. Wanzel through NIRA headquarters. □

good things to read

FIELDBOOK OF NATURE PHOTOGRAPHY edited by Patricia Maye. This book contains a wealth of valuable information which should clarify many of the inevitable problems of photographers in the out-of-doors. According to the book, nature photography requires but two things: a reasonable level of photographic skill and a lively sensitivity to the natural world. Chances are that the reader can do a lot with the camera and accessories already on hand. However, the photographic possibilities in nature are so many and varied, the editor predicts the reader will be challenged to reach beyond present expertise levels to follow some new direction. For the practiced amateur and the beginner, this is likely to involve equipment and techniques not in the standard repertoire.

In any event, this book covers the basics as well as more advanced photographic lore, to provide an introduction to nature photography. It is one of the Sierra Club's Tote Book series. It is pocket-size with a waterproof cover. Price $6.95. 209 pages. Illustrated with photographs and line drawings. Published by Sierra Club Books, 1050 Mills Tower, San Francisco, California 94104.

ICE RINK BUYING GUIDE. A comprehensive ice rink buying guide explains in 28 pages, the different kinds of ice rink refrigeration systems with cost and feature comparisons. Athletic directors will find the guide helpful in planning a new rink or modernizing a present ice skating facility. Write: Holmsten Ice Rinks, Inc., 2301 Como Ave., St. Paul, Minn. 55108.

RETARDED CITIZENS NEED RECREATION, TOO. This free brochure is designed to acquaint recreation directors with the recreation needs of the mentally retarded. It describes mental retardation, defines recreation and then points out why recreation is important to everyone, including the mentally retarded. It concludes by telling how civic and industrial groups may help, and how individuals may be of help, as well. Write: NARC-Civitan Public Information-Inquiries Program, National Assn. for Retarded Citizens, P.O. Box 6109, Arlington, Tex. 76011.

SEX AFTER 65. This pamphlet examines the myths and facts about sex after 65 — the physiological and psychological effects of aging, how they affect sexual performance and pleasure, the attitudes of society, doctors, other health personnel, the feelings of older adults. The author, Norman M. Lobsenz points out that medical and gerontoligcal experts agree that continued sexual interests and activity may be therapeutic. Even with some of the more common health problems, sexual activity need not cease. The only problem, as he sees it, is the fear of being impotent or unable to reach a climax or simply to enjoy sexual relations because older adults have become "sexually brainwashed." Lobsenz suggests a campaign of sex education and counseling for the aged. Write: Public affairs Committee, 381 Park Ave. South, New York, N.Y. 10016. Cost is 35 cents. □

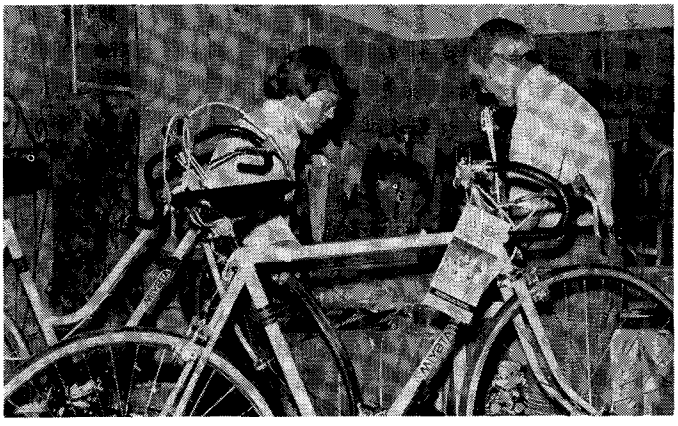


Clay Blaylock of Frontier Airlines (right) talking to a convention delegate.



Bud Roberts of Insta-Graphics demonstrates his machine.

exhibitors



Toyoda/Miyata exhibitor, Dennis Gilbert, talks about his product with Chuck Bloedorn.



Arnold Light and Art Burman of Worldways Travel tell about packages to Hawaii to interested delegates.



Bob Sterling, former T.V. and motion picture star who was an exhibitor — Bob Sterling Co., meets Lou Mertins.

From left: Eliot Morrison, Murray Weiss of Benrus, with Frank Ripsom, Flores Hess and Larry Phillips.

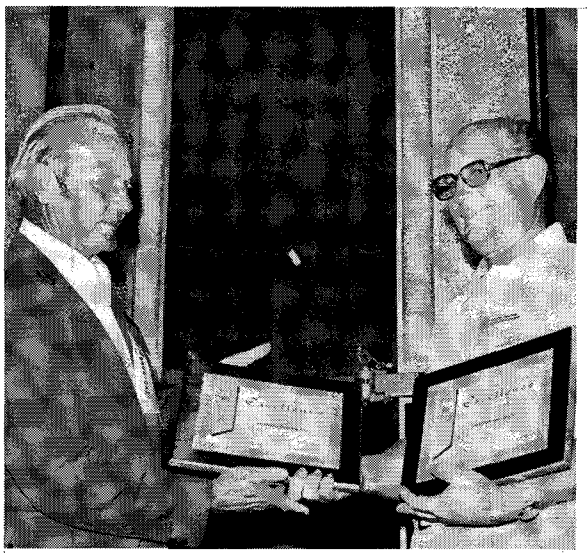




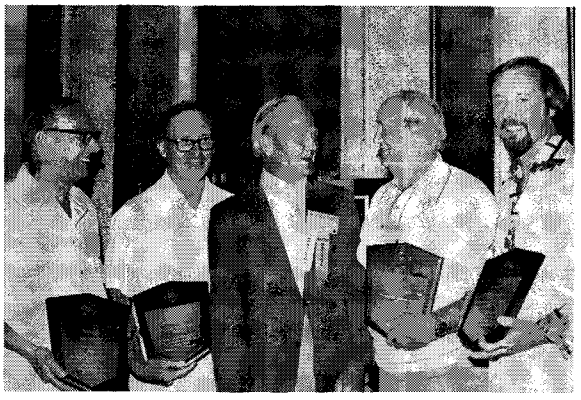
Certificate of Excellence Award to Art Conrad, Flick-Reedy.



Certificate of Excellence to Chuck Bloedorn, Goodyear.



Certificate of Excellence to Roy McClure, Lockheed, Georgia.



Distinguished Service Awards for Membership Promotion for recruiting and initiating industrial recreation councils in various areas. From left: Mel Byers, George Mullen, Miles Carter, Howard Bunch, Dick Brown. (There were several absent who received awards — Dan Archibald, Milt Rouss, Ken Wattenberger & Oskar Frowein.)



Ray Kapper, Firestone, accepts the Citizens Savings Athletic Foundation Award for his company's recreation program.

focus on fun, awards



Certificate of Excellence to Steve Edgerton, Xerox.



The CIRA inductees at Jamaica. Left to right seated: Howard Bunch, Elizabeth Burchard, Ellis Rhodes, and standing (from left) Mark Armstrong and Kirt Compton.

names in the news

Hal P. McHarris has been promoted to Recreation Supervisor of the Tennessee Eastman Company.

• • •



Reynolds Johnston, Recreation Director, Monsanto Corporation, Pensacola, Fla., will finally get to practice what he preaches. This is the second time ever he will have two weeks of vacation at one time to recreate, or as he puts it "to eat, drink and fish — and very little fishing."

• • •

Rich Dowdall has been named Assistant Director of Recreation and Employee Services for Hamilton Standard Corporation in Connecticut. He will assist Charles Weis, supervisor, who has been a NIRA member for several years. Rich's initial responsibilities will be to upgrade the present recreation and employee services program.

The following have been named Certified Industrial Recreation Administrators/Leaders: **Kirt T. Compton,** Executive Secretary, Kodak Park Athletic Assn.; **Partrick O. Sullivan,** Supervisor, Employee Recreation Programs, Xerox Corporation; **Steven A. Snyder,** Sports Director, Special Services Dept., NITC, Greak Lakes; **Mark F. Armstrong,** Employee Activity Mgr., Xerox Corporation, Dallas, Texas; CIRAs, and Howard Bunch, Operations Officer, First of Denver, Denver, Colo., and Elizabeth Burchard, Staff Advisor, Employee Activities, Northwestern Bell Telephone Co., Omaha, CIRLs.

• • •

N. L. Legnini, Recreation Director, IBM, has retired from his post to be replaced by **Bob Milkulski.**

• • •

Chemical Technology, Inc., a new NIRA Company Member, recently entered the temporary help market to be called Career Temporaries International.

• • •

NIRA Associate Member, **Creative World Travel,** has added Australia to its ever-expanding creative "worlds" of travel reports **Vic Thiry,** Vice President. □

in
ZAMBIA
we have some pretty lively museum pieces



They're on display in Livingstone's Maramba Cultural Centre, where Zambia's traditional life-style is preserved.

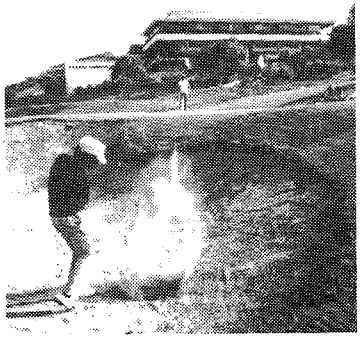
In this *living* museum, your clients will see woodcarvers, mask makers, potters and other craftsmen at work (they can even purchase the products they see being made) . . . they can hear skilled musicians create exciting rhythms . . . watch agile dancers interpret ancient legends . . . The Centre is just one highlight of a Zambia trip. Among others are some of Africa's largest and finest naturally stocked game reserves, unparalleled for their concentration, variety and abundance of wildlife . . . comfortable wilderness retreats for thrilling on-foot game-viewing . . . breathtaking new views of Victoria Falls from Knife Edge Bridge . . . river cruises on the mighty Zambezi . . . a progressive capital city, Lusaka . . . and much, much more!

Zambia in the Sun

For special clients seeking someplace special — make it Zambia.

ZAMBIA NATIONAL TOURIST BUREAU 150 East 58th Street New York, N.Y. 10022 (212) 758-9450

CIRCLE READER SERVICE CARD NO. 19



The difference between the merely adequate and the truly spectacular.

When the occasion calls for the extraordinary, consider the *Atalaya Park Hotel, on Spain's magical Costa del Sol.*
Here, where the sun shines all year 'round, your group can convene in 5-Star luxury. The Atalaya Park offers 500 spacious rooms and suites, each with spectacular views of the Mediterranean or the mountains. Our convention hall, equipped with the most modern audio-visual aids, accommodates up to 600 persons.
Then there's our 18-hole championship golf course, seven all-weather tennis courts, riding stables and game room.
In the Hotel itself there are six restaurants, in addition to several bars and an exciting nightclub.
Five swimming pools, elegant shops and all manner of extra services complete the scene.
Choose between the adequate and the spectacular.

Atalaya Park hotel
Golf and Country Club
Marbella, Costa del Sol, Spain

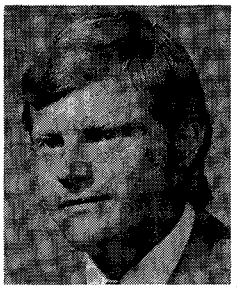
Tell me more about meeting at the Atalaya Park Hotel.
North American Sales Service Office, 60 East 42nd Street, New York, N.Y. 10017

NAME_____
COMPANY_____
ADDRESS_____
CITY_____ STATE_____ ZIP_____

CIRCLE READER SERVICE CARD NO. 20

Constructive Comments

Platform Tennis: Year-round sport for almost everyone



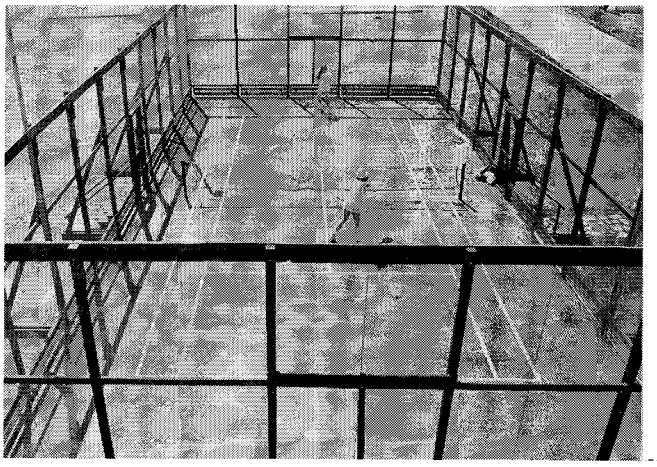
by Anthony W. Kotz
Kotz & Schneider
Land and Recreation
Planning & Design
Syracuse, N.Y.

PLATFORM tennis, (sometimes called paddle tennis) once an exclusive country club sport, has grown phenomenally in the last few years.

Traditionally a winter sport, offering a fast paced and vigorous game when other outdoor courts are unusable, it is becoming a year-round activity for people of all ages. With a smaller court (1/4 the size of a tennis court), a one serve rule, and by playing the ball "off the wires", the game is relatively easy to learn.

A platform tennis court may be just the thing for your company or association. It will easily fit into a "forgotten" piece of land or on a rooftop. The court adapts to most sites without grading and is relatively inexpensive to construct and maintain. There are several pre-fabricated courts and kits now available in wood, aluminum or steel. Most range in price from $10,000 to $15,000. Easily erected, these kits can be installed by a contractor or maintenance staff. One manufacturer even offers a seasonal court that can be installed over a tennis court or swimming pool during the winter months! Building your own court from scratch may reduce costs.

With the addition of platform tennis, there are countless program opportunities available. Consider, for example, platform tennis tournaments. Since the game is appealing to all ages and abilities, platform tennis courts should get plenty of use and create new enthusiasts for this fast growing sport. □



Photograph courtesy of Lomma International Inc.,

washington scene

by John G. Tutko, CIRA
Chief
Headquarters
United States Air Force
Recreation Services
Directorate of Administration

Camp Safety Regulations

Legislation, calling for the government to produce a model state statute and implementation program regarding a Youth Camp Safety Program, was recently passed by the House. The measure, suggested by the Department of Health, Education and Welfare, calls for a federal model which would permit states to enact programs of their own of comparable effectiveness, or the federal model will be imposed. After pending in Congress several years and finally passing in the House, the measure is now before the Senate awaiting action.

Sign of the Bike

The Federal Highway Administration has approved a special route marker for optinal use by states to mark the Bikecentennial National Bicycle Route, which crosses the continental U.S. from Virginia to Oregon. The route's historic significance is it parallels or crosses many of the early pioneer trails, including the Lewis and Clark, Oregon, Santa Fe and Chisholm. Federal funding assistance to buy the sign is available.

How does Your Garden Grow?

Protests from several groups have arisen as a result of the Bureau of Outdoor Recreation's proposal to allow Land and Water Conservation Fund grants for community recreational gardening. Thomas Kimball, National Wildlife Federation, sent a letter to former Interior Secretary Rogers C.B. Morton stating his objections. He feels gardening is an inappropriate expenditure of Land and Water Conservation funds which should be used to acquire natural protected areas.

Guide to Conservation

An illustrated booklet designed to help citizens and organizations working to protect and enhance their neighborhoods, has been released by the Center for the Visual Environment. The **Guide to Neighborhood Ecology** explains what is being done around the U.S. to protect the neighborhood environment. For copies write: CVE, 1525 New Hampshire Ave., N.W. Washington, D.C., 20036. Cost is $1. □

Introducing a new no-overhead recreation travel department to make your job easier.

We're Loyal Travel. One of the largest travel agency organizations in the U.S. And we offer one-stop service for all your travel needs.

And we can help you better than any other travel source.

Better because we have a national network of 45 offices, staffed by experts.

Better because we have appointments from all major national and international travel conferences.

Better because we're young, fresh, eager, anxious to please, and free. (When you add all those together, it even makes us better than free.)

So look for us locally in the Yellow Pages. We're under Travel Agencies and Bureaus.

The only cost you'll incur is the cost of the call.

LOYAL TRAVEL™

BETTER THAN FREE.™

CIRCLE READER SERVICE CARD NO. 21

Would you believe Benrus could make you a hero?



Believe!

Benrus makes great watches. Been doing its thing for fifty years, establishing an outstanding reputation for quality and value.

Now Benrus has developed an exciting program that gives employees more buying power for their bucks. (A refreshing turnabout in today's economy).

It's specially designed to work through NIRA members. The basic program can be easily modified to fit your company's policies and practices. Best of all, Benrus provides all the materials and means to implement the program. Practically runs by itself.

The benefits are many: substantial savings for your employees; new revenue to maintain and expand recreation activities; greater opportunities to build employee morale and motivation.

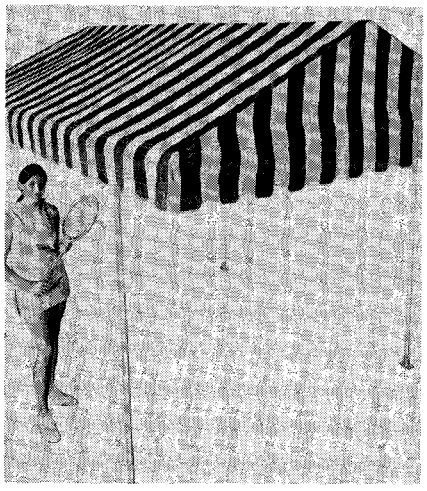
Many of America's major companies have already enjoyed startling success with the Benrus program. And, the new 1975 edition is even bigger and better.

For full details, contact Murray Weiss, Corporate Director of Personnel and Industrial Relations, at 800-243-1318. In Connecticut, call 1-431-1224.

Go ahead. Become a hero!

CIRCLE READER SERVICE CARD NO. 22

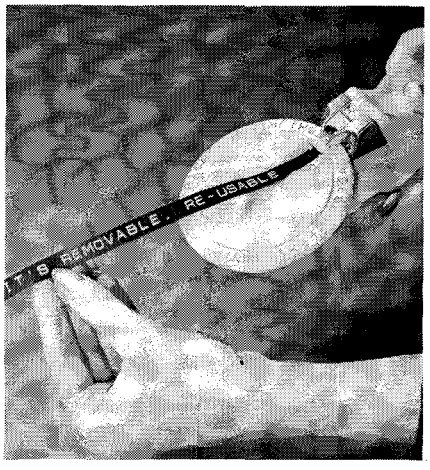
new products



Protective cabana for poolsides

This high quality Cabana is constructed of the finest electric welded steel tubing, electrostatically coated with a new powered thermoplastic material, giving it a hard, smooth durable surface with long-lasting adhesion. The canopy is of top quality heavy duty vinyl coated canvas, water-repellent, mold and mildew resistant, easy to clean and will not crack or peel. The canopy is available in 10 colors.

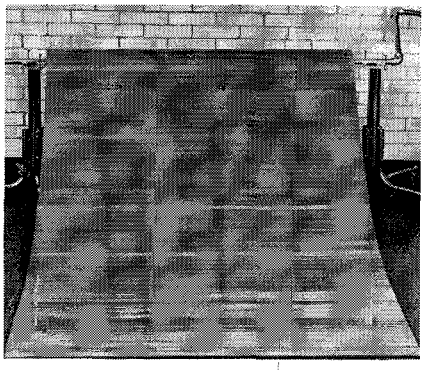
CIRCLE READER SERVICE CARD NO. 23



Magnetic labeling tape

A new labeling tape has been introduced which is magnetic rather than adhesive. The magnetic material permits adherence to ferrous metals. It is removable, repositionable and reusable. The tape may be applied in cold temperatures where conventional adhesive labeling tape will not stick. It is available in five colors and in two widths. All tape is packed in 10 rolls per carton, 60 rolls per case.

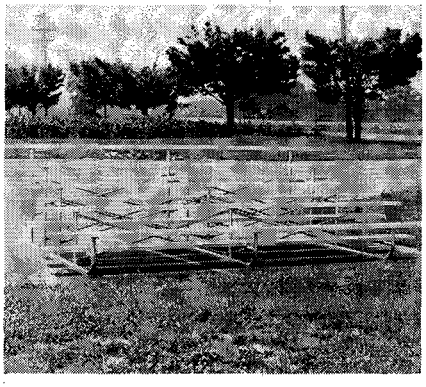
CIRCLE READER SERVICE CARD NO. 24



Roll-up dance floor

New roller assembly makes this portable dance floor easier to use and store than ever. The 12 foot floor rolls up to just a 9 inch diameter; 14 foot long floor to a 10 inch diameter. Anyone can roll or unroll the floor in minutes without any effort. Mounted on tripod caster legs, the assembly moves back automatically as the floor is unrolled. It is made of grease-proof, alcohol-proof, water-proof vinyl. Placed over concrete, grass or carpeting, the floor stays in place without creeping. Light in weight, it is 5.5 times harder than hardwood.

CIRCLE READER SERVICE CARD NO. 25



5-Row portable bleacher

These bleachers are designed to meet the highest quality standards. The 1 5/8ths inch galvanized pipe frame insures a long maintenance, free-life while eight sets of 1 1/6 inch galvanized pipe "X" braces provide rugged sway resistance. Frames may be purchased alone or complete. Size is 15 feet long by 9 feet, 6 inches by 4 feet high at rear row. Weight is 946 pounds.

CIRCLE READER SERVICE CARD NO. 26

Prespaced letters, numbers create professional signs

Individual letters and numbers (die cut to shape) are available in an "easy to apply" form. Each letter is pre-spaced and pre-aligned on its own masking sheet. To make a perfect sign, simply place the selected letters against each other with the top and bottom of the masking sheet in a straight line. The built-in position of each letter on its masking sheet automatically provides perfect line-up of the letters, plus proper spacing.

There are six standard colors of vinyl, or two brilliant flourescent colors, or several reflective colors. The letters and numbers are available in 10 stock sizes ranging from 1 inch to 12 inches.

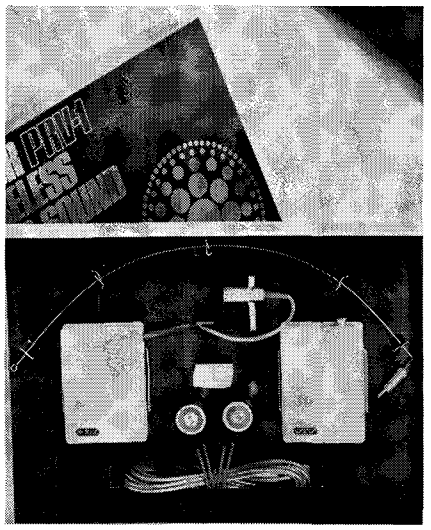
CIRCLE READER SERVICE CARD NO. 27

Wireless sound system

This wireless sound system is designed to convert any wired type standard or portable Public Address or recording system into wireless sound. The compact system offers high quality sound reproduction while providing total mobility to existing wired type systems without a single microphone wire.

It is comprised of a lavalier radio microphone/transmitter and miniature receiver antenna unit, both totally battery operated. The system is versatile allowing interchangeable use with AC or DC PA systems and cartridge, cassette or reel-to-reel tape recorders.

CIRCLE READER SERVICE CARD NO. 28



Baseball, softball catalog accessories

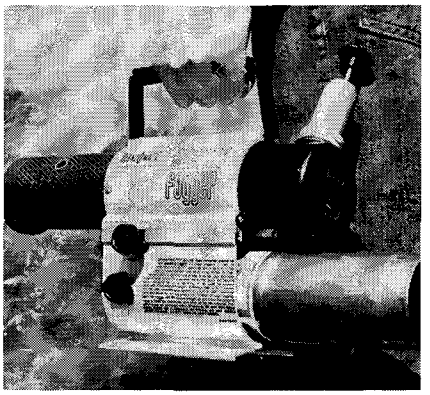
A line of essential baseball and softball accessories has been introduced including high quality white rubber bases, home plates, pitcher's boxes and throw down sets all of which are molded around steel reinforcing plates for top performance and long life. A batting tee, also included in the accessories line, features precision adjustability from 22 inches to 47 inches making it an ideal training aid.

CIRCLE READER SERVICE CARD NO. 29

Thermo Fogger

The Thermo Fogger is easy to use, light in weight and economical, since one filling will clear a half-acre for bug-free pleasure. The non-staining insecticide is registered with the Environmental Protection Agency. Its penetrating fog reaches under eaves and bushes to eliminate mosquitos, gnats, flies, wasps and other insects.

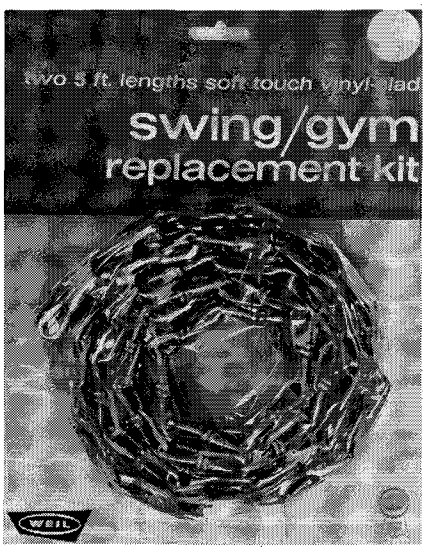
CIRCLE READER SERVICE CARD NO. 30



No-trip trampoline

This trampoline provides a safe, fun way for youngsters to develop their motor skills. Anyone may do a variety of different jumps, alone or with a partner, to improve balance and coordination. Eight patented Lok-Chok Stabilizers make the tramp a steady, no-tip item. Stabilizers detach quickly for use on water as a raft. It has a heavy-duty tube and two fabric covers, front and back, with strong webbing supports. As a raft, the item inflates to about 48 inches wide by 14 inches high and weighs only 11 pounds for easy carrying.

CIRCLE READER SERVICE CARD NO. 31



Replacement chain kit

This Replacement Chain Kit for Swing/Gym sets features a full-length vinyl covering over each chain. Covered chain is quite soft to the touch on cold or hot days and eliminates pinched fingers. The vinyl covering also prevents corrosion, extending chain life.

CIRCLE READER SERVICE CARD NO. 32

Rent A Car in Vegas! FOR VOLKSWAGENS $1

FORD PINTOS $3.50 COMPACTS (Auto. Shift) $6

IMPALAS MUSTANGS $13 CADILLACS WAGONS $19

PER 24 HOURS PLUS MINIMUM MILES

BROOKS DOLLAR-A-DAY RENT A CAR 735-3344

For Reservations Call Toll Free

(800) 634-6721

FREE AIRPORT & HOTEL PICKUP

OPEN 24 HOURS

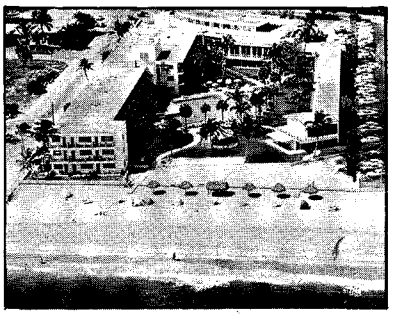
FOUR LOCATIONS

NEVADA'S LARGEST SINCE 1958

CIRCLE READER SERVICE CARD NO. 33

FORT LAUDERDALE, FLORIDA

THE beach club HOTEL



Special Industrial Rates

Catering to individual, couple and family vacationers.

Please write for information.

Jack Lindeman
3100 North Ocean Boulevard
Ft. Lauderdale, Florida 33308
Area Code 305 - 564-8502

Our Own Private Beach

CIRCLE READER SERVICE CARD NO. 34

Meet Your Board

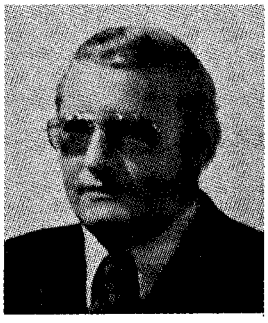


Mark Armstrong, 28, Manager of Employee Activities of the Xerox Corporation, Dallas, Texas, has been elected Vice President-Memberships of the NIRA Board. Armstrong has been a member of NIRA for five years.

Armstrong is a Vice President and co-founder of the newly-formed Dallas Metroplex Recreation Council which, at this printing, has more than 70 area company members.

Prior to his present post at Xerox, he served as Employer Recreation Specialist, Xerox, in Rochester, New York. Subsequently, he was promoted to Supervisor of Employee Recreation before his transfer to Dallas. In his present position, he is responsible for the Xerox Employees Association, recreation and physical fitness programs, Xerox Credit Union, intra-company communications and community relations.

He holds a bachelor of science degree from The King's College in Briarcliff Manor, New York.

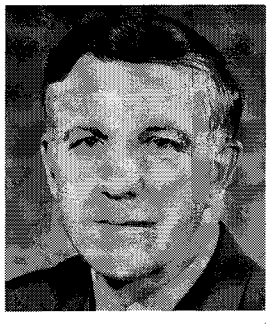


Jerre Wayne Yoder has been elected Junior Director, Region 6, of the NIRA Board. This is his first Board position.

Yoder is Manager of the General Dynamics Recreation Association, Fort Worth, Texas. This is the employees association of the General Dynamics Corporation, Fort Worth Division.

Prior to this spot, he was on the corporation's internal auditing staff two years, and served in the industrial accounting department four years. He attended DelMar Junior College in Corpus Christi, Texas, and the University of Texas at Arlington, Texas, where he majored in accounting.

In addition to serving as a Vice President-Programming of the newly-formed Dallas Metroplex Council, he is a member of the Jaycees.



A long-time NIRA member, **Andrew Zadany,** Recreation Director, Corning Glass Works, Corning, N.Y., has been elected Junior Director of Region 1. He has served on the NIRA Board four previous years.

Zadany, who attended the University of Illinois, Champaign, Ill., served as this year's Convention Hospitality Chairman, primarily responsible for greeting new delegates and welcoming veteran NIRA convention participants. The 34th annual Convention was his 23rd NIRA convention.

Zadany is a former member of the New York Umpire's Association and of the Basketball Officials Association.

Pratt & Whitney Toastmasters to improve skills

Members of the Pratt & Whitney Aircraft Toastmasters Club and the Naval Plant Representatives Office have formed a committee to develop speaking, listening and thinking skills through self-help programs.

The Toastmaster club, affiliated with Toastmasters International, has members from engineering, marketing and production. According to one corporate executive in marketing analysis and planning, "The Club had helped promote our understanding of different departments. Members get to meet people from other areas on an informal basis and speeches often deal with work experience."

Hersheypark receives 1st place award

Hersheypark Arena, a NIRA Associate Member, has been awarded the Advertising Federation of Central Pennsylvania first place honors for its Ice Capades Room entry in the Display-Exhibit category. The award was presented at the Federation's 14th Annual Presidential Dinner.

ad index

Atalaya Park Hotel..... 51
Bahama Cruise Line..... 11
Beach Club Hotel 55
Benrus Corp 53
Brooks Rent-a-Car..... 55
Eastern Audio 5
Eastern Steamship 13, 23-34
Forest Lakes..... Cover IV
Hacienda Hotel 12
Holiday Inn..... Cover III
Home Lines..... 14
Horizon Sportswear..... 16
Howard County Maryland..... 3
King Louie International..... 18
Loyal Travel 52
Mark 10..... 2
Miyata ..... Cover II
National Car Rental..... 5
Professional Services..... 20
Shanker Industries..... 2
Zambia National Tourist Office..... 50

Companies that work and play together stay together



at Holiday Inn Resorts

For detailed information on our Group Package programs, just call our Group Specialists: Atlanta (404) 451-7105, Boston (617) 742-7630, Oak Brook, Ill. (312) 325-1225, Dallas (214) 744-1578, Hollywood, Calif. (213) 469-2274, New York (212) 868-1080, Essington, Pa. (215) 521-1700, Southfield, Mich. (313) 355-1062, Toronto, Canada (416) 360-1980, Arlington, Va. (703) 527-3384, Memphis, Tenn. (901) 362-4921, Miami, Fla. (305) 531-3471.

Holiday Inn®

Bermuda Freeport Paradise Island Jamaica Aruba Curacao

CIRCLE READER SERVICE CARD NO. 35

Spring, Summer, Fall or Winter

Forest Lakes Durango, Colorado is the everything place







You and the employees in your organization can own your own mountain vacation retreat, and enjoy it year 'round at Forest Lakes Durango. Forest Lakes, in the most spectacular scenic mountain, lake and stream area of Colorado, offers everything for family fun.

The mountain views are spectacular, the lots are covered with tall pines . . . some with Aspen and blue spruce. Roads are maintained year around and there's also year around security and fire protection.

Forest Lakes has it all right on the property: A 22 acre lake stocked with mountain trout. Canoeing and sailing. Largest lake in S.W. Colorado just 7 miles from property. Riding trails.



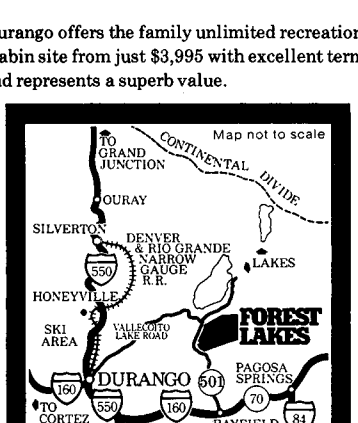
Tennis courts. Ski slopes with lift on the property. Ice skating. Snowmobiling. Al lodge. Heated, enclosed swimming pool Restaurant and lounge. Billiards. Super deer and elk hunting.

Forest Lakes, Durango offers the family unlimited recreation, fun and enjoyment. You can own a cabin site from just $3,995 with excellent terms available. Don't hesitate, this land represents a superb value.

For full details mail coupon today.

All the above scenes are artists conceptions.

FOREST LAKES



Forest Lakes Durango
Route 1, Box 30, Bayfield, Colorado 81122

Gentlemen: Please send me more information on Forest Lakes and t cial offers for our employees.

Name _____

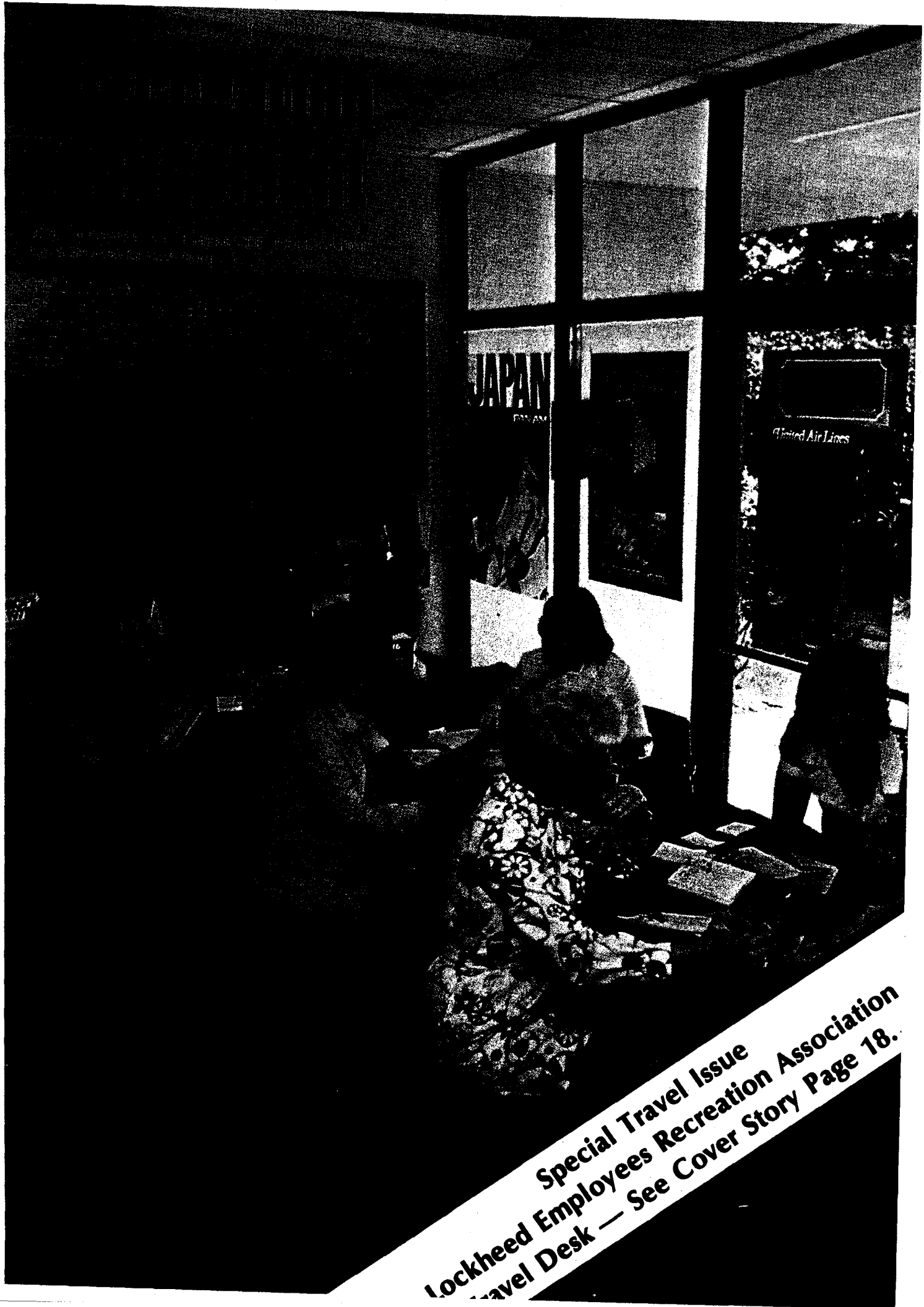
Address _____ City _____

State _____ Zip _____ Phone _____

OBTAIN HUD PROPERTY REPORT FROM DEVELOPER AND RE BEFORE SIGNING ANYTHING. HUD NEITHER APPROVES THE M OF THE OFFERING NOR THE VALUE, IF ANY, OF THE PROPERTY

This ad is to be considered invalid and void in those states where this subdivision has either approved by the appropriate state agency or may not be sold without such approval having b obtained.

CIRCLE READER SERVICE CARD NO. 36



Special Travel Issue

Lockheed Employees Recreation Association

Travel Desk — See Cover Story Page 18.



The luxury you can still afford

In a day when one may have to pass up a sirloin for chopped meat, dining out for dining in, a night on the town for a neighborhood movie, Mexico is the silver lining...the luxury you can still afford.

You can ride its bright new subways for 8¢ —a peso. Or buy a coke. For five or six you can get a bottle of "the beer that made Milwaukee jealous."

Value vacations make Mexico the world's *numero uno* travel destination. And why not? A recent U.S. study compared costs of 13 world cities. Over-all costs in Mexico—including hotel rates—were the lowest of all.

And that's not all that's unchanged. Mexico still offers the best of its three cultures and fifty centuries, perfect climate, miles of beaches, and the warm hospitality of its 50 million amigos.

Mexico...lively and likeable...the luxury you can still afford.

See your ASTA Travel Agent or mail coupon to
MEXICAN NATIONAL TOURIST COUNCIL
677 Fifth Avenue
New York, New York 10022

I'm planning a vacation.
Please send me your "Wonderful Mexico" brochure.

Name_____

Address_____

City_____ State_____ Zip_____

Mexican National Tourist Council•Secretary of Tourism

MEXICO

CIRCLE READER SERVICE CARD NO. 1



SAVE Up To 25% Discount For Your Employees!

Write for details on our attractive "Inflation Fighter" merchandise discount programs, one of which includes a Lifetime Service Warranty, (unprecedented in the biking industry).

Virtually every employee and his family can ride a bike. This insures acceptance of this unparalleled offer and can lead to increased popularity of your recreation program.

Biking is healthful, energy saving, good for the ecology, and best of all fun! Miyata provides free assistance and literature for bike club development.

Imported by: TOYODA AMERICA, INC.
5520 W. Touhy Ave., Skokie, Illinois 60076 TEL:(312) 677-3650

MIYATA

CIRCLE READER SERVICE CARD NO. 2

EXECUTIVE DIRECTOR
MICHAEL A. FRYER

PRESIDENT
MILES M. CARTER, CIRA
McLean Trucking Company
Winston-Salem, North Carolina

PRESIDENT-ELECT
WILLIAM B. DeCARLO, CIRA
Xerox Corporation
Rochester, New York

VICE-PRESIDENTS
HOWARD D. BUNCH
First National Bank of Denver
Denver, Colorado
MELVIN C. BYERS, CIRA
Owens-Illinois, Incorporated
Toledo, Ohio
ARTHUR L. CONRAD, CIRA
Flick-Reedy Corporation
Bensenville, Illinois
FRITZ J. MERRELL, CIRA
Olin Corporation
Pisgah Forest, North Carolina
RICHARD H. WILSMAN, CIRA
S. C. Johnson & Son, Incorporated
Racine, Wisconsin

IMMEDIATE PAST PRESIDENT
EDWARD M. BRUNO, CIRA
3M Company
St. Paul, Minnesota

TREASURER
JOHN W. MEYER, CIRA
Motorola, Incorporated
Schaumburg, Illinois

DIRECTORS
SR. JOSE EMILIO AMORES
Prevision Social Grupo Industrial
Monterrey, N.L., Mexico
MARK ARMSTRONG
Xerox Corporation
Dallas, Texas
RICHARD BROWN
Texas Instruments, Incorporated
Dallas, Texas
ELIZABETH BURCHARD
Northwestern Bell Telephone Compan
Omaha, Nebraska
KIRT T. COMPTON
Eastman Kodak Company
Rochester, New York
VON CONTERNO
Pratt & Whitney Aircraft Club
East Hartford, Connecticut
JOE CORRIGAN
Danly Machine Corporation
Chicago, Illinois
GEORGE K. GRIGOR, CIRA
Kodak Canada, Limited
Toronto, Ontario, Canada
REYNOLDS JOHNSTON
Monsanto Company
Pensacola, Florida
JOHN LESLIE, CIRA
3M Company
St. Paul, Minnesota
ROY L. McCLURE, CIRA
Lockheed-Georgia Company
Marietta, Georgia
RAY MENDOZA, CIRA
Convair Recreation Association
San Diego, California
NICK M. MIKETINAC
Charmin Paper Products
Green Bay, Wisconsin
EUGENE MILLER, CIRA
Michigan Bell Telephone Company
Detroit, Michigan
GEORGE MULLEN
Frigidaire Employees Recreation Association
Dayton, Ohio
CHARLES J. PLACEK, JR.
Motorola, Incorporated
Scottsdale, Arizona
AL W. PORTER, CIRA
Raytheon Company
Andover, Massachusetts
JOSEPH R. SCALZO, CIRA
Sun Oil Company
Toledo, Ohio
JOSEPH C. SCHRANCK, CIRA
E. I. du Pont de Nemours & Company
Wilmington, Delaware
DAVE SHANKER
Shanker Industries, Incorporated
Cleveland, Ohio
STEPHEN D. WALTZ, CIRA
Cummins Engine Company
Columbus, Indiana

recreation management

Volume 18, Number 7

contents

12 **See the USA the Motorcoach Way**
by Joe Ros
14 **A Letter to Recreation Directors from the Hobby Industry of America**
16 **25th Western Regional Convention to Kickoff on Oct. 5**
18 **Cover Story: Lockheed Travel Bureau**
by Ken Leonard
20 **Compilation and Design of a Tour Brochure**
by Richard M. Porter
21 **Travel Services Directory Section**
30 **State Farm's Tour Committee Enables Employees to 'See the World'**
by Flores Hess
34 **Color & Excitement of Travel Brought to Chase Manhattan Employees**
by John P. Kiley
38 **Leisure Travel Insurance — the Positive Approach**
by Charles J. Lillycrop
40 **Job Enrichment & Recreation — Working Together for Employee Satisfa tion**
by Robert Janson
44 **Railroading Groups**
by Dennis Hamilton

departments

8 **NIRA News**
9 **Associate Profiles**
10 **News in Brief**
28 **Company Profile by Jose Amores**
32 **Travel Spotlight on Mexico by Andre Ambron**
36 **Washington Scene**
37 **Names in the News**
42 **New Products**
44 **Advertisers Index**

PUBLISHER
Michael A. Fryer
EDITOR
Margaret Crane

PUBLICATIONS ADVISORY BOARD

ROBERT L. BARBOUR
EDITOR-PRESIDENT
PR Publishing Co., Inc.
Meriden, N.H.

ARTHUR W. BLANKENBURG
A. Blankenburg Associates
Graphic Design
Schiller Park, Ill.

MICHAEL P. DINEEN
PUBLISHER
Country Beautiful Corp.
Waukesha, Wisc.

ARTHUR L. CONRAD
(CHAIRMAN)
VICE PRESIDENT,
Public Relations
Flick-Reedy Corp.
Bensenville, Ill.

MELVIN C. BYERS
CORPORATE COORDINATOR OF
PERSONNEL ACTIVITIES
Owens-Illinois, Inc.
Toledo, Ohio

JOHN McGEHEE
DIRECTOR OF PUBLIC RELATIONS
Kiwanis International
Chicago, Ill.

TOM REID
DIRECTOR OF PUBLIC AFFAIRS
Illinois Manufacturers Associatio
Chicago, Ill.

JAMES D. HESSMAN
NEWS EDITOR
Seapower Magazine
Washington, D.C.

Published monthly, except combined issues in December-January and May-June, by the National Industrial Recreation Association, 20 N. Wacker Drive, Chicago 60606. (312) 346-7575. Sixty days notice in writing with old and new zip codes is required for uninterrupted service in the case of address changes. Subscription rates are $5 annually or 50¢ per issue. Views expressed by contributors do not necessarily reflect the opinion of the association.
Controlled circulation postage paid at New Richmond, Wisconsin 54017. POSTMASTER: send form 3579 to 20 N. Wacker Drive, Chicago 60606.

CUT OUT NOW FOR NEW YORK

and mail to:

David Falor
Loews Hotels
666 Fifth Avenue, New York, N.Y. 10019 · (212) 586-4400

Please cut me in on your great New York weekends. I'm interested in a folder on ☐ Disco Delights, ☐ Summit Weekender, ☐ Sup 'n Sleep, ☐ Broadway Theatre-Go-Round.

NAME_____

STREET_____

CITY_____ STATE_____ ZIP_____

CUT UP LATER

ON A WHIRLWIND WEEKEND ON LOEWS ISLAND.

(Some people call it New York. We call it Loews Island because we've got more to offer you than anybody else. Namely 5 great hotels in 5 unbeatable locations.)

DISCO DELIGHTS
2 days, 1 night
only $23.75
per person, double occupancy. Plus tips and taxes.

Arrive Friday or Saturday. Features luxurious bedroom suite, sumptuous breakfast in bed or the Drake Room plus dinner, dancing and the 9 p.m. show at Shepheard's, New York's dynamite disco.

At Loews Drake.
Park Avenue at 56th Street. Park Avenue elegance in a lovely East Side location. Home of the classic Drake Room and famous Shepheard's.

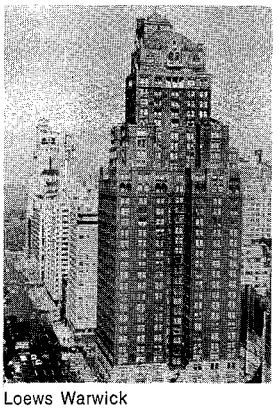


Loews Drake

SUP 'N SLEEP
3 days, 2 nights
only $52.50
per person, double occupancy. Includes all taxes and gratuities except baggage handling.

Features beautifully appointed suite at either hotel, after theatre supper at the famous Four Seasons, after theatre supper at Mamma Leone's plus a ticket to the exciting multi-media production, "The New York Experience."

At Loews Warwick or Loews Drake.
Choose East Side elegance at the Drake or West Side excitement at the Warwick (54th Street on Avenue of the Americas), home of the renowned Raleigh Room.

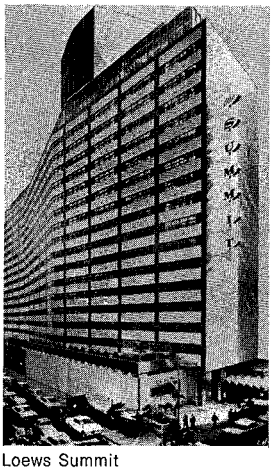


Loews Warwick

SUMMIT WEEKENDER
2 days, 1 night
only $24.95
per person, double occupancy. Plus tips and taxes.

Arrive Thursday, Friday or Saturday. Features deluxe twin-bedded or double room, club breakfast in your room or Sunday brunch at Maude's, full course dinner at Maude's, free parking for 1 night in hotel's garage.

At Loews Summit.
Lexington Avenue at 51st Street. New York's fast-paced hotel in a lively East Side midtown setting. Home of marvelous Maude's Restaurant.



Loews Summit

BROADWAY THEATRE-GO-ROUND
3 days, 2 nights
only $58.50*
per person, double occupancy. Includes all room taxes but not gratuities.

Features luxury accommodations, a guaranteed orchestra seat to hit musical of your choice plus another guaranteed seat to hit comedy or drama of your choice (at time of confirmation) plus free parking** if you stay at Ramada Inn or Howard Johnson's.

*Mid-week arrival slightly higher.

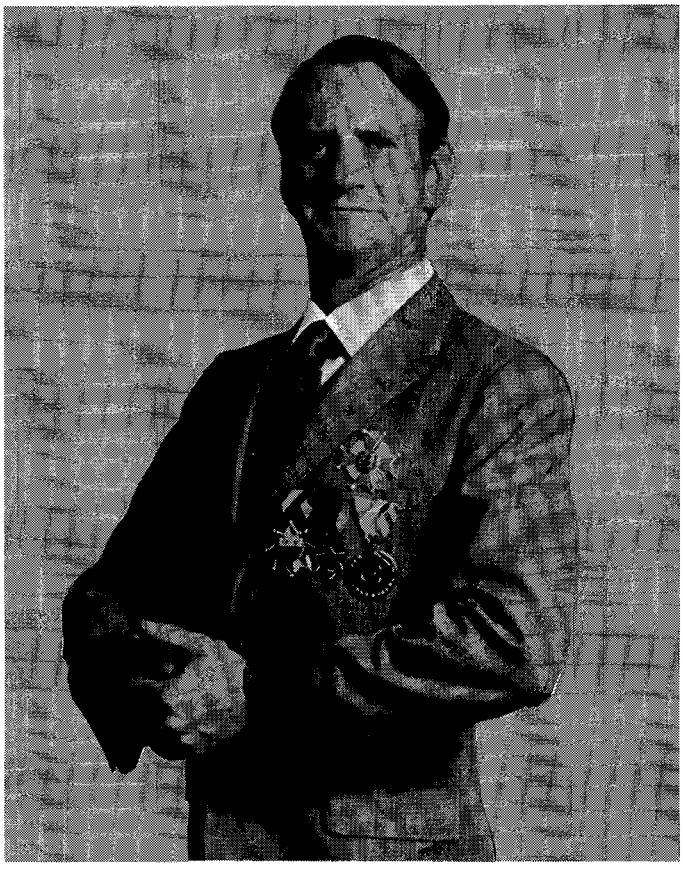
**$2 charge for each additional in and out service during stay.

At Loews Summit, Loews Warwick, Ramada Inn or Howard Johnson's Motor Lodge.
Choose the East Side with the Summit. Make it the West Side with the Warwick or the motor inn convenience of Ramada or Howard Johnson's. (Both ideally located for theatre going.)

LOEWS HOTELS
is a member of NIRA

CIRCLE READER SERVICE CARD NO. 3

Would you believe Benrus could make you a hero?



Believe!

Benrus makes great watches. Been doing its thing for fifty years, establishing an outstanding reputation for quality and value.

Now Benrus has developed an exciting program that gives employees more buying power for their bucks. (A refreshing turnabout in today's economy).

It's specially designed to work through NIRA members. The basic program can be easily modified to fit your company's policies and practices. Best of all, Benrus provides all the materials and means to implement the program. Practically runs by itself.

The benefits are many: substantial savings for your employees; new revenue to maintain and expand recreation activities; greater opportunities to build employee morale and motivation.

Many of America's major companies have already enjoyed startling success with the Benrus program. And, the new 1975 edition is even bigger and better.

For full details, contact Murray Weiss, Corporate Director of Personnel and Industrial Relations, at 800-243-1318. In Connecticut, call 1-431-1224.

Go ahead. Become a hero!

CIRCLE READER SERVICE CARD NO. 4

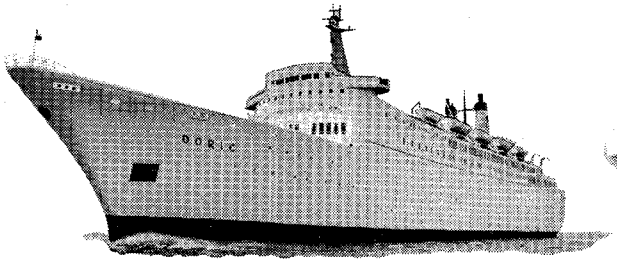
Now Travel Planners Have an Unsurpassed Choice!

2 GREAT HOME LINES SHIPS! 2 GREAT VACATION DESTINATIONS!

on 7-Day "Linger Longer" *Quality Cruises* Spring thru Autumn
Sailing from New York's New Midtown Passenger Ship Terminal

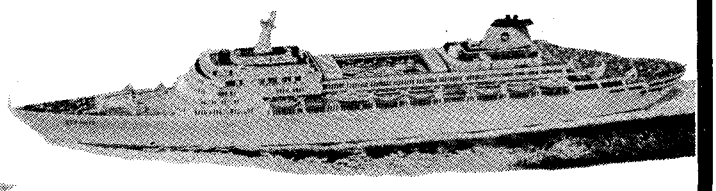
S/S DORIC
25,300 tons

TO BERMUDA



S/S OCEANIC
39,241 tons

TO NASSAU



Ship is hotel for 4 days in Bermuda, with reserved docking on Hamilton's Front Street

Now there's an enchanting new way to enjoy nature-blessed Bermuda with its pink-sanded beaches, its famed facilities for golf, tennis, all water sports . . . a quality cruise on Home Lines' new star, DORIC! 2 swimming pools on spacious outdoor decks plus indoor pool with sauna. A sweep of smartly appointed lounges across an entire deck and still more public rooms on a deck above. Capacity 700.

Ship is hotel for 2 days and 2 nights in port, docking at Prince George's Wharf

Year after year, the OCEANIC has broken every existing carryings record on her 7-day quality cruises to Nassau, the vacation magnet with its historic sights, inviting beaches and lively nightlife that includes fabulous Paradise Island. Her magnificent facilities include the all-weather indoor/outdoor Lido Deck with its unique retractable Magrodome Roof that slides open and closed over the entire 2-pool area. Capacity over 1,000.

Whichever ship you choose, your people will happily discover why Home Lines quality cruises are so widely acclaimed. The superbly-trained all-Italian crew are gracious, speak our language and know what it takes to please passengers. Lavish gourmet cuisine from morning to midnight. Wide range of activities feature several orchestras, Continental revues, variety shows, movies, galas, contests, games. All accommodations have private bathrooms and other modern conveniences and with 2 lower beds in every double cabin. Panamanian Registry.

Both ships have a wealth of public rooms for every requirement. They are well-equipped with audio-visual facilities for meetings at sea. And our experience in serving groups can be of invaluable help to make your program a success!

AND IN THE WINTER . . . *Quality Cruises*
TO THE CARIBBEAN of Various Durations:

S/S DORIC FROM FLORIDA

S/S OCEANIC FROM NEW YORK

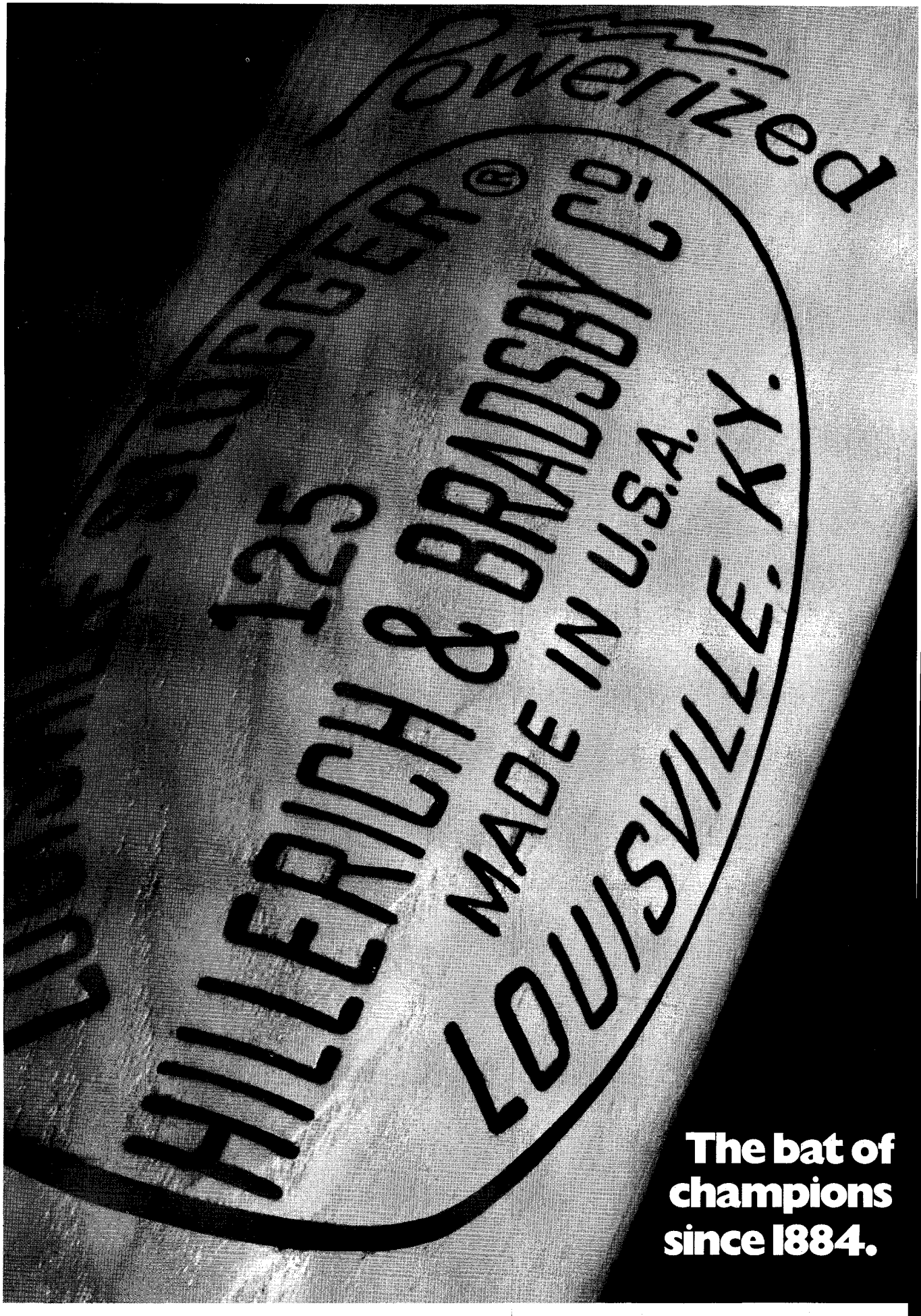
PHONE OR WRITE FOR COMPLETE DETAILS AND FREE FULL COLOR BROCHURE!

HOME LINES

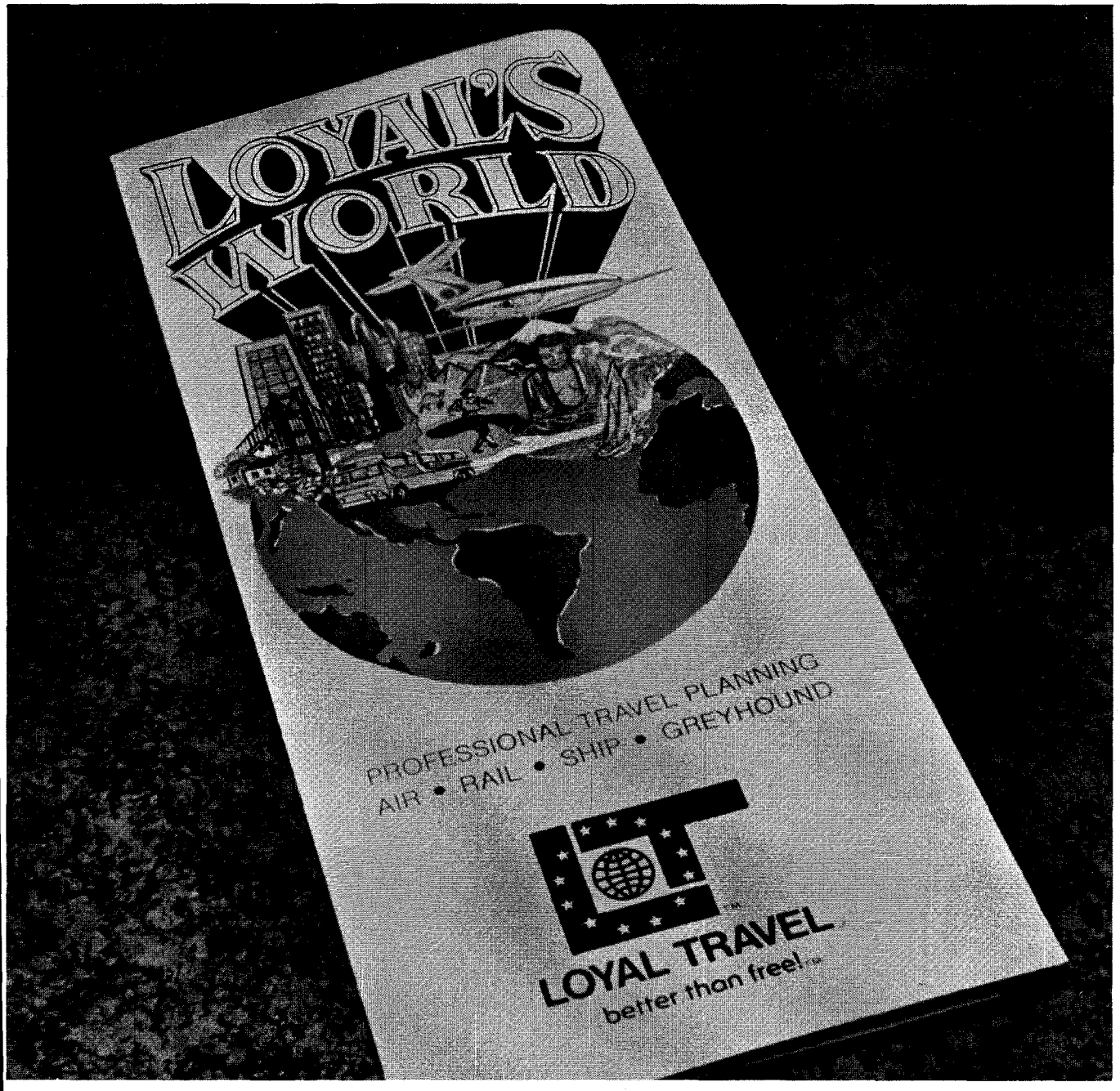
One WORLD TRADE CENTER
Suite 3969 — New York, N.Y. 10048
Phone (212) 432-1414 Offices in Principal Cities

Unrivalled for Quality Service . . . Home Lines Famous All-Italian Personnel

CIRCLE READER SERVICE CARD NO. 5



CIRCLE READER SERVICE CARD NO. 6



Introducing a new, no-overhead recreation travel department to make your job easier.

We're Loyal Travel. One of the largest travel agency organizations in the U.S. And we offer one-stop service for all your travel needs.

Be it a recreation program, a package tour for your people, or a one day bus charter, whatever—we'll take care of everything, down to the last detail. And it won't cost you a red cent.

If that isn't enough, we can help you better than any other travel source.

Better because all our people are experts in group tour and charter travel.

Better because we have a network of 45 offices, strategically located, all over the country.

Better because we have appointments from all major transportation and travel conferences, nationally and internationally.

Better because we're young, fresh, eager, anxious to please, and free. (When you add all those together, it even makes us better than free.)

So next time you're planning group travel, look for your nearby Loyal office in the Yellow Pages. We are under Travel Agencies and Bureaus.

The only cost you'll incur is the cost of the call.

LOYAL TRAVEL™

BETTER THAN FREE.™

CIRCLE READER SERVICE CARD NO. 7

ENJOY CRUISING

BAHAMAS

3 & 4 days Nassau & Freeport

from **$89.95** per person, double occupancy, plus tax/service and high season surcharge

Sailing year-round. 3 day, 2 night cruise to Nassau departs Friday and Wednesday at 4:45 PM returning Sunday and Friday at 2:00 PM. Sunday to Wednesday cruise to Nassau and Freeport. from $119.95.

MEXICO

From New Orleans... 7 days Veracruz, Yucatan & Mexico City.*

from **$299.50** per person, double occ. plus tax/service and high season surcharge

Year-round cruising starting Sept. 13. Sailing weekly every Saturday at midnight. *Flying excursion from Veracruz at additional cost.

Cruises alternate aboard the New s/s Freeport (Panama registry) or s/s Bon Vivant (Liberia registry).

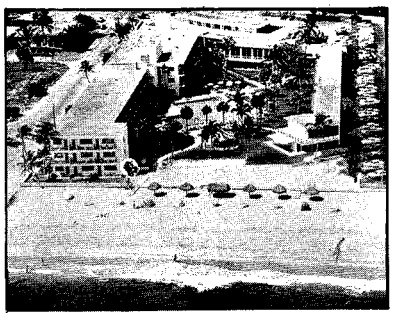
For further information call in Miami 358-1811 ...rest of Florida (toll free) 1-800-432-6666... other states (toll free) 1-800-327-3910. Group rates: (305) 371-2411.

Bahama Cruise Line, Inc.
P.O. Box 4460
New Port of Miami, Fla. 33101

CIRCLE READER SERVICE CARD NO. 8

FORT LAUDERDALE, FLORIDA

THE beach club HOTEL



Special Industrial Rates

Catering to individual, couple and family vacationers.

Please write for information.

Jack Lindeman
3100 North Ocean Boulevard
Ft. Lauderdale, Florida 33308
Area Code 305 - 564-8502

Our Own Private Beach

CIRCLE READER SERVICE CARD NO. 9

nira news



It's Puppy Love

This cute photo was used as a publicity gimmick to promote an outing at the Goodyear Wingfoot Lake Park. The dog was one of the many prizes given away.

Net profit of vending companies falls in '74

Average net profit before income taxes of vending companies dropped to 5.21 percent of sales last year, compared with 6.03 percent in 1973. The average dollars sales per vending machine were up substantially for nearly every type of merchandise, food and beverage machine, undoubtedly reflecting the higher per-unit selling prices on many items.

The average percentage rate of "commissions" remained at the level of recent years, at 8.70 percent of sales.

Fryer addresses Mexican Group on Productivity

Michael A. Fryer, Executive Director of NIRA, addressed members of the National Institutes of Mexican Youth held in Mexico City recently.

Fryer's address, which attracted more than 1,000, was one of the best-attended sessions. After the talk on "Worker Recreation and Productivity," the crowd split into workshop groups and some 300 attended Fryer's session.

Federal joggers off and running ran in Washington Post

Recently an unusual story splashed across the front page of the **Washington Star.** Instead of news dealing with political intrigue, violence or some major crisis, this story related to a positive event — a jogging program. **Bert Knitter,** the State Department's Recreation Programmer who was co-founder of the Interagency Jogging Council, remarked, "It's a healthy sign when a physical fitness program is considered newsworthy enough to make the front page of a newspaper serving the nation's capital."

Publicity results such as this front page story don't just happen. It came about as the result of sending news releases, race schedules and other pertinent information to the local media as well as maintaining telephone contact with sports writers on a regular basis.


Federal Joggers Off and Running Again Around the Tidal Basin

The Washington Star

Here We Go Again: Gasoline Supplies Drying Up?

A Historian Focuses On Race

Md. Resort Is Proposed For Jet Set

Viet Refugees Get OK for Abortions

associate profile

INTRACO sees new one-stop charter as group travel's greatest breakthrough

NO more worrisome minimums or restrictions; we finally have a dependable, legal, economical charter category and INTRACO, Ltd., is involved.

If you don't, you should know . . . INTRACO was formerly known as Blue Cars, Ltd., and was a subsidiary of British Electric Traction, the largest transportation complex in the United Kingdom. Blue Cars was established as a wholesale tour operating company in the United States in 1953. During the '50s the company distinguished itself as a pioneer in the movement of large groups, primarily by chartered aircraft. Blue Cars continued its development into the '60s and was privileged to serve the most prestigious travel groups originating in the United States.

In 1967 the British Labor government, under Prime Minister Wilson, nationalized all of Great Britain's public transportation. The chief executive officer of Blue Cars in the United States purchased the company in September of 1967. Blue Cars in the United States adopted the name INTRACO, Ltd., (contraction of International Travel Companies).

INTRACO thrives in the highly competitive group travel market of today owing to its vast experience, high standards and fine reputation. INTRACO regularly provides familiarization tours for travel agents and airline employees; foreign seminars for medicine, agriculture, insurance and other professions.

INTRACO is unique in at least three respects: (a) — if the Recreation Director elects to avoid the "travel agent" burdens of accepting and processing bookings, INTRACO will communicate directly with individual participants, limiting the Director's responsibility to publicity (b) — INTRACO is aligned with and operates for Concerts Abroad, Inc., the leading specialist in tours for non-professional performing ensembles. Choirs, bands, orchestras and light opera companies are assured appropriate, rewarding performance opportunities abroad through INTRACO — Concerts Aboard affiliations (has your company ensemble considered an international good will concert tour?) . . . and (c) — INTRACO's personalized "15 Events" presentation combines with the exciting new "OTC" to provide a great consolidated variety of travel values to choose from as opposed to the "this year's trip" philosophy of the recent past.

For information concerning INTRACO's offerings, write F. H. Thoelke, Manager Employee Group Travel, Intraco, Ltd., 387 Park Avenue South, New York, N.Y. 10016 or call (212) 889-1890. □

CIRCLE READER SERVICE CARD NO. 10

Travel by motor coach with Coach Travel Unlimited, Inc.

In this age of increasing recreational time, concern for ecology, and need for fuel conservation, more and more groups are using the modern motor coach as an integral part of their recreation and travel plans. In the greater Chicagoland area, travel by private motor coach means travel with Coach Travel Unlimited, Inc.

A modern motor coach can move people more miles per gallon of fuel than any other popular form of transport — including train, auto, and airplane. Coach Travel Unlimited operates a fleet of forty modern motor coaches for charter, tour, or group travel. Cushioned reclining seats, rest rooms, air conditioning, picture window visibility, and full suspension ride add to group travel enjoyment. If you wish to read in the evening, coaches are equipped with individual reading lights. For overnight trips, coaches have huge underfloor baggage compartments — plus spacious overhead parcel racks for coats, hats, cameras, and carry-on luggage.

Coach Travel Unlimited is fully certified and authorized by the Interstate Commerce Commission to operate charter bus service to 48 states and Canada. In addition, shorter trips are provided to groups and organizations who require the comfort and safety of an over-the-road coach. Private coaches can also be provided on a regular, contractual, basis with corresponding economies of operation. Equipment is stationed at various locations so as to be in proximity to all of the greater Chicagoland area.

Information and rates are available from Coach Travel Unlimited, Inc., 9001 West 79th Place, Justice, Illinois 60458, or call (312) 458-5770. □



CIRCLE READER SERVICE CARD NO. 11

MARK 10 LTD.

It's you give them superb travel at new low prices.

Check out these great land-package rates:

Las Vegas
(3 days, 2 nights) . . . from $43.00*

Disney World
(4 days, 3 nights) . . . from $78.00*

East Africa
16 days . . from NYC $1,399.00*

Special Group Rates
(*per person, double occupancy)

Send for complete details on these or other destinations — including lowest available air-fare rates or call (312) 440-1990

MARK 10 LTD.
919 No. Michigan Avenue
Chicago, Illinois 60611

CIRCLE READER SERVICE CARD NO. 12

Tours of Beauty & History

In the fabled Brandywine Valley you'll discover scenes and sites of extraordinary beauty and historical significance, some unique in all the world...

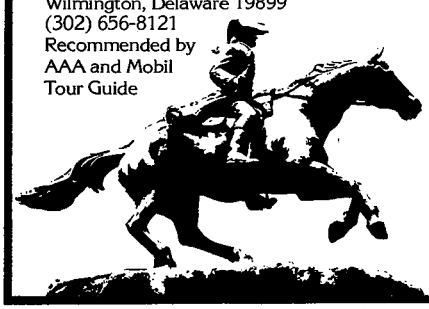
- Longwood Gardens
- Old New Castle
- Winterthur Museum
- Hagley Museum
- Brandywine River Museum

and many more

Your host and tour headquarters, the Hotel du Pont, acclaimed for its service, hospitality and quiet elegance.

Packaged group tours year-round. Send for brochures, prices, special weekends; attention Sales Manager.

Hotel du Pont
11th & Market Streets, P.O. Box 991
Wilmington, Delaware 19899
(302) 656-8121
Recommended by AAA and Mobil Tour Guide



CIRCLE READER SERVICE CARD NO. 13

news in brief

Hunting & Fishing Day, Sept. 27

Hunting and Fishing Clubs planning National Hunting and Fishing Day activities for Sept. 27 will find their efforts easier with the help of NHF aids.

The NHF offers a complete package of promotional materials from posters, signs and stickers to instructions on how to use all materials.

Many NHF Day organizers should consider certain factors in deciding the location of their program. Shopping center management is always interested in working with groups. Or how about holding the program at a town park, auditorium or other location that will attract a large audience? If you have a small club and don't feel you have the manpower to hold a large program, then you may hold your NHF Day program at your club. Club programs have their own advantages — you can provide actual shooting instruction which you cannot do at a shopping center. And there is more personal contact.

Whatever program location you select, NHF day is a once-a-year opportunity and your club should make the most of it.

For more information on NHF Day, contact NHF Day, 1075 Post Rd., Riverside, Conn. 06878.

Harris Poll reveals rise in bowling

Twenty-five percent more people are bowling more today than they did four years ago, according to a Harris poll released by the National Bowling Council.

The survey reveals that almost 65 million people have bowled at least once last year compared to a 1971 Harris survey numbering 52 million.

Among Americans 18 years of age and over, more than 41 million bowled last year. In the group 18 and under, almost 24 million.

Outlook rosy for solar pool heating

In the near future, solar power will provide enough free energy to allow year-around swimming in any area in the U.S., by heating pool water and at the same time heating and air conditioning the pool encloser.

Basic designs and systems are available for such an arrangement, according to Dr. Erich Farber, a solar pioneer and researcher from the University at Florida, Gainesville.

Although available, the doctor explained the only drawback is the cost factor. Today, such a system would cost $15,000.

Dr. Farber added that the pool industry is the only consumer-oriented market where solar energy can be produced now as an efficient energy saver.

New manual for regulation Z-credit act

A new compilation of forms, facts and guidelines for consumer credit compliance has been published by The Lawyers Co-operative Publishing Co. and Bancroft-Whitney Co.

Consumer Credit Compliance Manual by John R. Fonseca of the N.Y. and Massachussets bars, is a complete and compact single source of instructional material, statutory provisions and forms and regulations governing compliance with Regulation Z and the Fair Credit Reporting Act.

The manual contains sample credit forms, charts for computing rates, interest and installment payments; consumer credit record interviews and disclosure requirements in credit transactions.

AGAIN FOR 1976, THE UNBEATABLE TOUR VALUES ARE AT CAREFREE

For Charter-Worthy Affinity Groups As Small As 40 Persons

Departures from New York & Philadelphia (also available from other cities)

Swingin' Vegas

From the World's Largest Charter Tour Operators to Las Vegas Since 1959:

3-NIGHT & 4-NIGHT PACKAGES! Thursday to Sunday. Sunday to Thursday

NEW! EARLY EVENING FLIGHTS*... 3 Nights from $149

REGULAR DAYTIME FLIGHTS... 3 nights from $189

CHOICE OF FAMOUS HOTELS:
Stardust • Flamingo • Aladdin
• Circus Circus • Hilton
• Frontier • Caesars Palace

ADD $10 FOR 4th NIGHT

PLUS $49 for taxes and services

DINE AROUND OPTIONS...FROM $29

Depart approx. 7-9 PM, return approx. 10-12 PM.

EFFECTIVE FEB 1, 1976

ONE WEEK

HAWAIIAN FIESTA

NON-STOP CAPABILITY ON WIDE-BODIED DC-10's
EFFECTIVE FEB. 3, 1976

TUESDAY DEPARTURES... from $269 **SATURDAY DEPARTURES... from $299**

PLUS $69 taxes and Services **DINE AROUND (7 Dinners)... $69**

CHOICE OF 6 HOTELS: Pacific Prince • Holiday Inn at Waikiki
• Hilton Hawaiian Village • Coral Reef • Ilikai Hotel • Hawaiian Regent

---

AND INQUIRE ABOUT OUR 1976 PACKAGES TO:

ROME • SPAIN • CANARY ISLANDS • CARIBBEAN
WEST COAST • MEDITERRANEAN AIR/SEA

(40-person groups not required on some programs)

carefree travel inc • Vacation Ventures •

30 West 57th Street, New York 10019

CALL COLLECT

Ron Miller
(212) 977-4800

Prices quoted are based on current air carrier tariffs and are subject to change.

The air transportation price based on full occupancy of the aircraft (Las Vegas: Evenings $121.80, Daytime $153.80; Hawaii: $242) and may be increased depending on the number of participants. There is the possibility the tour price will be increased due to tariff increases from airlines.

All fares per person, double occupancy

CIRCLE READER SERVICE CARD NO. 14

Employee Activities Director:

HOWARD COUNTY MARYLAND

presents
Diversified Programs of Activity
and
Wide Choice of Accomodations
for

Week-end GROUP VACATIONS

via
AIR · AMTRAK · BUS

Write for Packet of

INFORMATION

Walter A. Henley
County Office Building
Ellicott City, Maryland 21043

CIRCLE READER SERVICE CARD NO. 15

the Challenge of Change!

OFFICIAL NIRA CASSETTE PROGRAM ANNUAL CONVENTION, KINGSTON, JAMAICA

The following are live recordings from the convention. Cassettes are available at $5.95 each. With every order of 12 cassettes, you will receive a FREE 12 cassette storage case, plus a 10% discount.

- ☐ 1a OPPORTUNITIES FOR EXPANDED RELATIONSHIPS BETWEEN INDUSTRY & THE ACADEMIC COMMUNITY
- ☐ 1b OPPORTUNITIES — PART TWO
- ☐ 4 A NEW LOOK AT OSHA AS THE STATES TAKE OVER ADMINISTRATION OF THE ACT
- ☐ 5 MEASURING RECREATION'S EFFECT ON PRODUCTIVITY
- ☐ 7 WORKSHOP ON PROGRAM IDEAS
- ☐ 8 DEVELOPMENT OF A COMPREHENSIVE EMPLOYEE-EMPLOYER COMMUNICATION PROGRAM
- ☐ 9 HOW TO START AN IN-HOUSE TRAVEL DESK/WHAT IS ITC,GIT,OTC,FIT, Etc. TRAVEL
- ☐ 10 DEVELOPMENT & INSTALLATION OF FITNESS TRAINING CENTERS
- ☐ 11 EMPLOYEE SERVICES ON THE MOVE — THERE ARE BROADER HORIZONS AHEAD
- ☐ 12 MANAGING YOUR BOARD OF DIRECTORS EFFECTIVELY
- ☐ 16 PROGRAM IDEA EXCHANGE SEMINAR
- ☐ 18 CHARLES J. PILLOID — "EMPLOYER OF THE YEAR" ACCEPTANCE SPEECH
- ☐ 19 COMMUNICATIONS CREATE MORE SALES (FOR SUPPLIERS TO NIRA MARKET)

Direct all orders and payments to:

NIRA CASSETTES
c/o EASTERN AUDIO ASSOCIATES, INC.
150 WASHINGTON BOULEVARD,
LAUREL, MD. 20810

CIRCLE READER SERVICE CARD NO. 16

During the Bicentennial

See the U.S.A. the Motorcoach Way

By Joe Ros
General Manager
Loyal Travel, Inc.

A reputable agency can do all the work to insure your employees a low-cost, high-benefit way to travel

WOULDN'T it be great if your organization had a complete staff to develop recreational travel programs, make the arrangements and follow through so that everyone had a sensational time? Well, you can. And at no cost to the organization.

There are several travel agencies which handle the bus charter business in your area, providing the bus line with a professional staff to solicit and handle this important segment of the recreation and leisure travel market. A complete staff will be at your disposal to take the planning and implementation off your hands at a savings of both time and money.

There are a variety of attractive charter packages for recreation and leisure groups, from a one day outing to an all inclusive two week tour, with a price range of about $15 to $400 per person, all of which can be modified to the specification of each organization.

A few standard packages offered are the one day outings to historical places like Galena and Springfield, or overnight junkets to St. Louis and a fun-packed day at Six Flags or a visit to the Wisconsin Dells, or weekend packages to Detroit, Michigan and interesting Greenfield Village or Indiana's world famous French Lick Resort.

Other packages of longer duration, but just as popular, are the one week tours to Orlando's fabulous Disneyworld, and Cape Kennedy. Historical Williamsburg Virginia and the nation's capitol.

For the vacationing groups with two weeks or more, there are packages to Southern California with visits to Las Vegas, Los Angeles and San Diego or to Northern California with visits to Reno, Lake Tahoe and San Francisco.

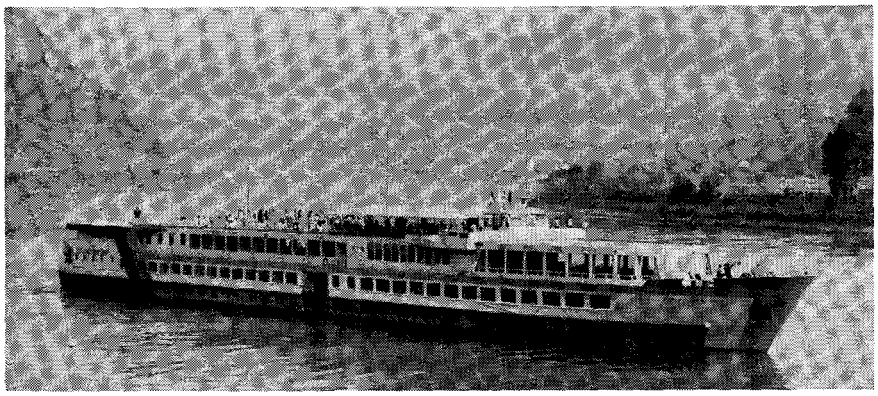
Worthy of mention are some of the unique customized tours. Air-Sea tours are now a common item, but a bus-sea tour is something else. For example, you must combine a Disneyworld tour with a four day all expense Caribbean cruise all for the price of perhaps $325 per person based on a full bus load of 43 persons.

Another customized tour planned and operated recently by one company was a 30 day bus tour covering the Canadian Rockies and Alaska. The tour featured a combination of land, air, rail and sea. Of interest is the fact that except for the air tour, the bus went along with the group on both the rail and sea portion of the tour.

Most organizations have special interest groups such as skiers, anglers, golfers, square dancers, etc. There are package tours for just such groups all customized to fit the individual group budgets. ☐

Loyal Travel, NIRA Associate Member, a Chicago-based agency for the first six years after opening in 1963 and a wholly-owned Greyhound subsidiary since 1969, is now one of the Greyhound Corporation's fastest-growing companies.

CIRCLE READER SERVICE CARD NO. 107



If you're still buying Rhine cruises by habit, it's time to take a second look.

In just a few short years Holland River Line has taken over a large share of the Rhine cruise business. And it was easy.

We did it by providing new ships. The Holland Pearl and Holland Emerald are spanking new luxury vessels, fully air conditioned, with all cabins outside and built for comfort.

We did it by providing a 7-day round trip with a departure schedule anybody in your office can memorize in minutes.

We did it by providing attractive rates on the Rhine, whether you compare it by the trip or by the day.

Maybe that's why many of the largest tour operators in the U.S. are now using our ships in their packages.

Break the habit and buy Holland River Line.

	Time	Main Deck	Cabin Deck
Rotterdam/Amsterdam to Strasbourg	4 nights	$242	$227
Strasbourg to Rotterdam/ Amsterdam	3 nights	$231	$216

Note: Strasbourg to Basle is just 2 hours by train.

Send for full information today.

FREE BROCHURE

Please send me color brochures featuring Holland River Line cruise ships with complete details of rates, cabins and departure dates.

Name _____

Company _____

Address _____

City _____ State _____

Zip _____ Phone _____

holland river line

General Agents, U.S.A.

LisLind International

New York: 5 World Trade Center, *Suite 6383,* New York, N.Y. 10048 (212) 466-1370
West Coast: 1100 Glendon Ave., Los Angeles, Ca. 90024 (213) 477-5594
Canada: Lislind International, 335 Bay Street, *Suite 704,* Toronto, M5H 2R3
Planitravel Services Ltd., 1140 de Maisonneuve Blvd. W. Montreal, H3A 1M8

CIRCLE READER SERVICE CARD NO. 17

A letter to Recreation Directors from HIA:

As you know, National Hobby Month is October 1975. It is sponsored by the Hobby Industry of America, a non-profit association that recently became an Associate Member of NIRA.

The U.S. Senate recently passed SR 84, a bill authorizing and requesting the President to proclaim October 1975 as National Hobby Month.

Dinah Shore, a hobbyist and advocate of creative, do-it-yourself hobbies for all people, is National Chairperson of Hobby Month.

Listed below are 26 organizations participating in National Hobby Month by encouraging their members to hold or participate in hobby exhibits (crafts, models, for example); demonstrations (crafts, model building, model plane flying, model rocket launching); competitions (model sailing, model car racing); contests; discussions; film showings; and hobby classes.

We suggest *you* contact the person listed who heads a particular organization, or call the HIA office, for names of regional members who could help you plan and carry out your own activities.

In addition to the groups listed, there are unlimited possibilities for cooperation from other companies, park departments, women's clubs, men's service organizations, banks, libraries, night schools, museums, local merchants and hobby stores in holding joint activities. You may even want to lend your hobby exhibits to these organizations.

We feel such activities are enjoyable for your employees or members, their families, retirees, and residents of the community. Invite them all to participate or come as guests.

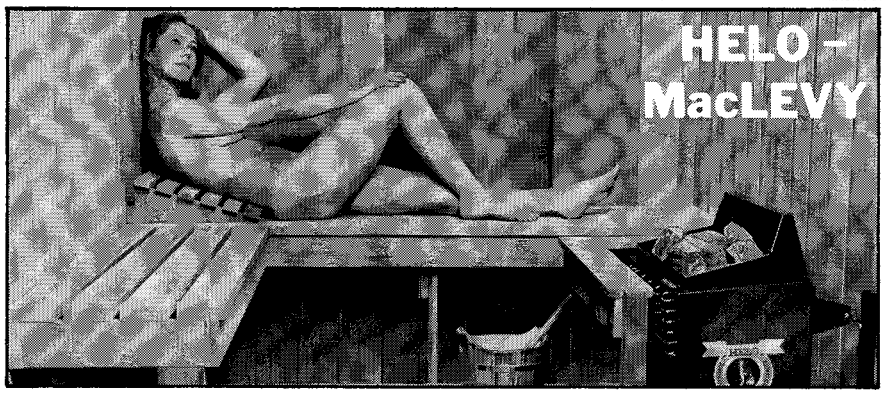
We also feel that such activities promote goodwill for your company or group in the community.

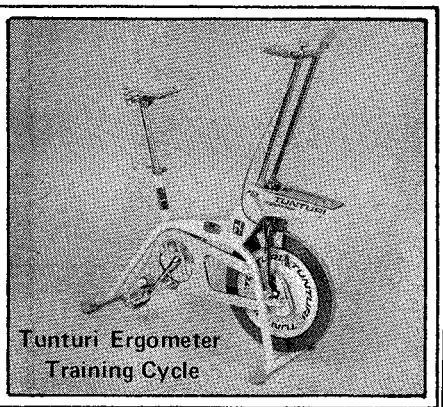
The following are available: Hobby Month posters; a booklet HOBBIES FOR ALL PEOPLE FOR ALL SEASONS; and a limited number of award certificates for contest winners in special events.

Please write to: Hobby Industry of America, Dept. P., 200 Fifth Avenue, New York, N.Y. 10010. □

Dept. P
HOBBY MONTH, HOBBY INDUSTRY OF AMERICA
200 Fifth Avenue, New York, NY 10010
Please send me, without obligation, the free Hobby Month materials.

Name _____ Title _____
Organization _____
Address _____
City _____ State _____ Zip _____





MORE AND MORE INDUSTRIAL COMPANIES ARE INCLUDING SAUNA ROOMS in their Executive and Employees Fitness Facilities. We offer Prefabricated Sauna Rooms with Authentic Finnish "Helo" Heaters that can be installed anywhere . . . all sizes. Helo offers the widest selection of superb U.L. tested Heaters in the USA, (5 yr. Warranty). Authentic Finnish "Kono" Rocks for controlled heat, Automatic control panels, Hand Rubbed Redwood Rooms, Custom Built or Prefab . . . All at low prices. Heaters and Accessories are available for separate purchase. FREE, Sauna Room Building Plans are available.

HELO - MacLEVY is the World's largest manufacturer of Exercise, Physical Fitness, Whirlpool and Steam Room Equipment.

OUR BUSINESS IS EQUIPPING . . .

For Executive and Employee Fitness Facilities, Stress Testing Units, Health Clubs, Gyms

SHOWROOM • 92-21 Corona Ave., Elmhurst, N.Y. City, N.Y. 11373 • Tel: (212) 592-6550

MacLEVY Since 1893 is Principal Supplier to Industrial Organizations, Motels, Hotels, Health Clubs, Spas and YMCA's & U.S. Government Installations around the world.

Clip and Return Coupon Today For Complete Information. For Fast Action Call Collect (212) 592-6550

I am interested in: □ SAUNA ROOMS □ SAUNA HEATERS □ OTHER _____ Rec.

Your Name _____ Title _____
Company _____ Tel. _____ Incl. Area Code
Address _____
City _____ State _____ Zip _____

CUSTOM "BLUEPRINT" PLANNING SERVICE, FREE, CONFORMING TO YOUR SPACE, USAGE AND BUDGET.

CIRCLE READER SERVICE CARD NO. 18

PARTICIPATING GROUPS

1. ACADEMY OF MODEL AERONAUTICS. Call the HIA Office for regional members. For information on the model aero exhibit at the Pentagon, call Larry Bolich, AMA, 806 15th St. N.W., Washington, D.C. 20005. 202-347-2751.
2. AMER. ASSN. OF RETIRED PEOPLE, through *Modern Maturity.*
3. AMERICAN HOSPITAL ASSN., through *Hospital Week.*
4. AMERICAN LIBRARY ASSN. Peggy Barber, 50 E. Huron St., Chicago, Il. 60611. 312-944-6780
5. AMERICAN MODEL YACHTING ASSN. Radio/control boats. Call the HIA office for regional members.
6. ARMY, NAVY, AIR FORCE BASES and installations. A selected group will receive data from the Commanding Officer.
7. CAN CRAFT CONTEST. Co-sponsored by TreeSweet Products Co. and *Creative Crafts magazine.*
8. CITY OF LOS ANGELES DEPT. OF RECREATION & PARKS. Deane C. Nuss, Recreation Supervisor, 200 No. Main St. City Hall East, Los Angeles, Ca. 90012. 213-485-5571.
9. CIVIL AIR PATROL. Wing leaders will be alerted.
10. INTL. ASSN. OF AUTOMOBILE MODELERS. Anthony Lorette, 3764 Hughes Ave. Los Angeles, Ca. 90034. 213-838-2382.
11. INTL. PLASTIC MODELERS SOC.-USA. Edward Boll, 12526 E. Vincente Pl., Cerritos, Ca. 90701. 213-926-8616.
12. KIWANIS INTL., AMERICAN LEGION through association publications.
13. MINIATURE ELECTRIC SCALE AUTOMOBILE CLUB. Slot car racing. Members in Los Angeles area only. Charles Hooton, 1953 Middlebrook Rd., Torrance. Ca. 90501. 213-325-0487.
14. MINIATURE FIGURE COLLECTORS OF AMERICA. Members in N.Y.-N.J.-Pa. area. Alban P. Shaw III, 19 Mars Rd., North Star, Newark, Del. 19711. 302-239-7336.
15. MODEL RAILROAD IND. ASSN. Call the HIA office for regional members.
16. NATL. AEROSPACE EDUCATION ASSN., through *Skylight* publication.
17. NATL. ASSN. OF MANUFACTURERS, through Women's Division editors.
18. NATL. ASSN. OF ROCKETRY. Doris Mayer, P.O. Box 725, New Providence, N.J. 07974. 201-464-5092.
19. NATL. COMPETITION COMMITTEE. Slot car racing. Bob Rule, Box 80324, Atlanta, Ga. 30341. 404-457-2547.
20. NATL. EDUCATION ASSN., through *Education Today.* Also, 40 state education associations' publications will have articles.
21. NATL. HAIRDRESSERS & COSMETOLOGISTS ASSN. Tie in Hobby Month with National Beauty Salon Week, Oct. 5-11. Hold *your* hobby exhibits in salons. Ask salons to post your own Hobby Month poster with your events.
22. NATL. MODEL RAILROAD ASSN. William Sandman, P.O. Box 6583, Atlanta, Ga. 30315. Call the HIA office for regional members.
23. NATL. POLICE ATHLETIC LEAGUE, through *Natl. P.A.L.* magazine. Charles Ryan, Natl. P.A.L., 6600 Boulevard East, West New York, N.J. 07093. 201-861-9602.
24. NATL. RECREATION & PARKS ASSN., through *News Focus.*
25. NORTH AMERICAN MODEL BOAT ASSN.-INTL. Radio/control boats. Myrtle Road, Route A, Box 19, Lower Lake, Ca. 707-994-6643. Al Metelak, 5442 N. Central Ave., Chicago, Ill. 60639. 312-763-7936.
26. PRESIDENT'S COMMITTEE ON EMPLOYMENT OF THE HANDICAPPED WEEK, Oct. 5-11. Robert Ruffner, Vanguard Bldg., Room 636, 1111 20th St. N.W., Washington, D.C. 20210. 202-961-2473.

TEAM-UP WITH THE LEADER



King Louie®

THE NUMBER ONE NAME IN BOWLING APPAREL

Bowling is one of the most popular employee activities. You know that, and we know that.

For over 33 years, King Louie has offered the finest line of bowling apparel to be found anywhere. We're the leader because we consistently deliver top quality, high fashion styling and wearing comfort in everything we make.

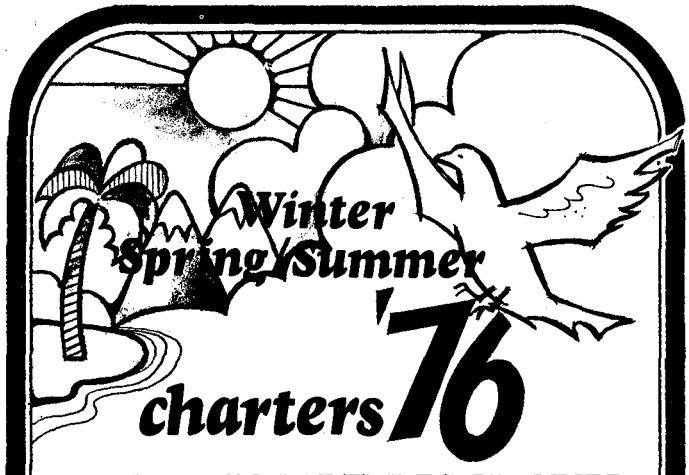
If your company already has an active bowling program, or is just starting one, team up with the leader...King Louie.

King Louie available through your local bowling apparel dealer, or write us for dealers in your area. We also have an excellent line of Pro Fit Nylon Jackets.

King Louie®

King Louie International, Inc.
Department RMS
311 West 72nd Street
Kansas City, Mo. 64114
(816) 363-5212

CIRCLE READER SERVICE CARD NO. 19



WEEKLY DEPARTURES PLANNED
from
NEW YORK / BOSTON / CHICAGO
WASHINGTON D.C.
TO:

EUROPE
NASSAU-BAHAMAS

AIR / SEA CRUISES

CARIBBEAN

For
Groups or Individuals
Deluxe & Economy
Land Packages

uni-travel CORPORATION
CUBA, MISSOURI 65453 • 800-325-4867

PLEASE SEND ME INFORMATION ON YOUR
AIR & VACATION PACKAGES CHECKED BELOW

☐ Europe ☐ Winter ☐ Spring ☐ Summer
☐ Nassau-Bahamas ☐ Winter ☐ Spring
☐ Caribbean ☐ Air/Sea Cruise
☐ Group Packages ☐ Individual Packages R/M 9-75

Name _____ Title _____

Firm Name _____

Address _____

uni-travel CORPORATION
CUBA, MISSOURI 65453 • 800-325-4867

CIRCLE READER SERVICE CARD NO. 20

25th Western Conference to kickoff on Oct. 2—Oct. 5 in San Diego

The 25th NIRA Western Conference & Exhibit will kickoff again this year on Oct. 2 through Oct. 5 at the Hilton Inn, San Diego, Calif. This year's theme will involve swapping ideas — workshop sessions will prevail.

Chairmen of the Convention are: Jerry Moran, Pacific Telephone, Chairman; Bob McCray, Coca Cola Bottling Co, Vice Chairman; Nancy Morrell, Atlas Hotels, Registration Chairman; Jill Tippin, Solar Corporation, Spouse's Program; Jim McKeon, Cubic Corporation, Printing and Publicity; Don Jones, Doctor's Hospital, Entertainment Chairman (he is President of the San Diego Industrial Recreation Council); Roy Ahrensberg, San Diego Gas and Electric, Program Chairman; Ruth Rockwell, San Diego Zoo, Exhibit Chairman, and Duane Stonebarger, San Diego Public Employees Association, Financial Chairman and Treasurer.

The program is as follows: (There is a separate Spouse's program.)

Thursday, October 2

2:00 - 6:00 PM — Registration
2:00 - 5:00 PM — Tour of Convair Recreation Association Facilities
5:00 - 7:00 PM — Reception in the Exhibit Hall (hosted by the San Diego Industrial Recreation Council)
8:00 PM — Banquet (Western Theme)

Friday, October 3

8:30 - 5:00 PM — Registration
9:00 - 10:30 AM — Continental breakfast in the Exhibit Hall
10:30 - 12:00 PM — Learning session
12:30 - 2:30 PM — Lunch with a guest speaker
2:45 - 4:30 PM — Learning session
5:00 - 7:00 PM — Exhibits in the Exhibit Hall (hosted by the Exhibitors)

Friday evening will be open.

Saturday, October 4

8:30 - 5:00 PM — Registration
9:00 AM — Sit down breakfast with a guest speaker
11:00 - 12:30 PM — Learning session
12:45 - PM — Lunch in the pool area (Mexican Theme)
3:00 - 4:30 PM — Learning session
5:00 - 7:00 PM — Reception in the Exhibit Hall (hosted by Western Region)
8:00 PM — Closing banquet Luau Style

Sunday, October 5

9:00 AM — Continental breakfast in the Exhibit Hall
10:00 - 12:00 PM — Closing jamboree in the Exhibit Hall

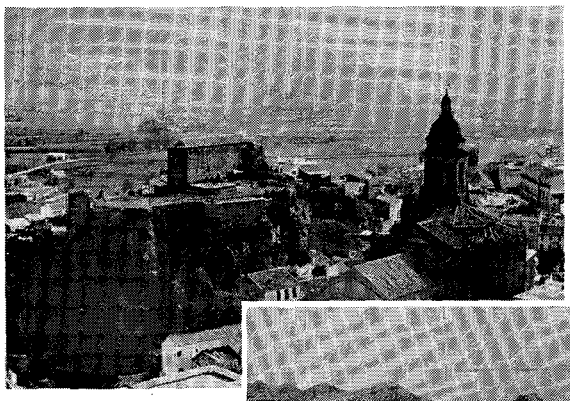
HOLIDAIR presents a new travel concept!

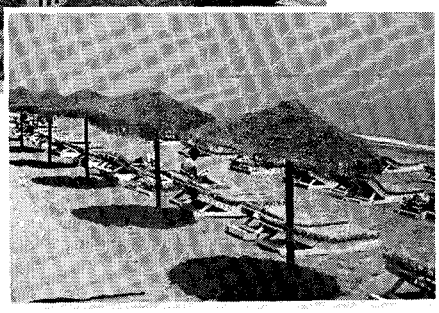
3 WEEKS IN Spain

$449

Per person, double occupancy

6 WEEKS, $499





Price includes:

- **Round trip via Iberia Airlines jet from New York, Boston, and Washington, D.C. (Departures from other cities may be arranged.)**
- **First class studio apartment with kitchenette, bath, balcony, and daily maid service.**
- **Transfers, luggage handling between airport and hotel.**
- **Sports, entertainment, complete social programs, medical clinic.**
- **English speaking staff to arrange tours, parties, etc.**

This trip to Spain has proved to be one of the most popular vacations ever offered. Over 20,000 people have taken it. Now, *two* great trips to Spain are available: Torremolinos on the Costa del Sol. Or Torremolinos *and* Tenerife in the fabulously scenic Canary Islands.

In Torremolinos and Tenerife, you'll relax in your twin-bedded studio apartment complete with kitchenette, bath, private balcony and daily maid service. (Suites are also available at a slight extra charge.) And in each place, a courteous, competent staff is always at hand to help you with arrangements to make this a carefree pleasant trip.

Torremolinos, the toast of the Sun Coast!

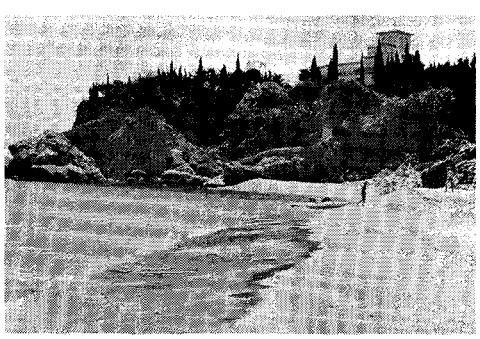
Who can resist all the fun of living in Torremolinos on the Mediterranean Sea. There's swimming, sunning, sightseeing. Golf, tennis, fishing. If you love good food, it's a gourmet delight. For shoppers, it's one big boutique. Set your own pace in Torremolinos as you set out to discover a Spain you'll never forget.

Add the Canary Islands for only $100 more...

...and double your vacation pleasure. Spend half your time in Torremolinos.

And half in Tenerife, the jewel of the Canaries, just off the West Coast of Africa. Here, the weather is so good, it's guaranteed! If you have a day without sunshine, you'll be treated to dinner that night. Like Torremolinos, Tenerife offers a host of sports and social activities, all right at the Ten Bel resort hotel where you'll be staying. And when it comes to scenery, Tenerife is totally different. It's an island of striking contrasts. Rugged mountains. Deep green valleys. Dragon trees. Sleeping volcanoes. Picturesque villages and bustling ports of call for all kinds of ocean shipping. It's a perfect place to relax—or live it up—as the mood strikes you.

Don't miss these vacation values! Mail the coupon today!



Please send me more information on Three Weeks in Spain.

Name _____

Street _____

City _____ State _____ Zip _____

Phone ( ) _____

HOLIDAIR LTD.

1505 Commonwealth Avenue, Boston, Massachusetts 02135
617-783-5500

CIRCLE READER SERVICE CARD NO. 21

Travel For Everyone Through LERA

by Ken Leonard
Executive Director LERA

ONE of the most diverse and complete recreation programs in the nation is the Lockheed Employees' Recreation Association of Sunnyvale, California, or LERA as it is more commonly called.

LERA coordinates a recreational and employee services program for approximately 20,000 people stationed at the Lockheed Missiles & Space Company facility in Sunnyvale, which is 60 miles south of San Francisco. LERA has the normal spectrum of recreation activities made available by many companies such as clubs, hobby clubs (35), sports, 18 golf tournaments a year, 21 softball teams, 23 basketball teams, soccer, judo, tennis, etc.

The special discount program is a unique set up with various employers in the area who offer discounts on appliances, cars, athletic equipment, and various products and services.

LERA also has a Ticket Office where an employee may purchase tickets to major theaters and activities which include social, cultural, and sporting events in the Bay Area. This grosses over half a million dollars a year.

Another program that has attracted the interest and participation of a large number of employees over the years is foreign and domestic travel.

For the past 10 years LERA has scheduled through a local agent charter tours to Europe or the South Seas, cruises to the Caribbean, trips to Hawaii and the Orient and various other group travel itineraries.

LERA set up also a service where employees who are going to the Anaheim area to visit Disneyland, San Diego, Phoenix, and other large western cities, may book hotel rooms at significant savings in cost for them and their families. This reservation is made directly with LERA staff who place the reservations with the various hotels either calling collect, or by dialing the 800 numbers, for direct reservations.

Money is paid directly to LERA personnel and a voucher given to the employee who presents this at the hotel. The hotel subsequently bills LERA. This service has proved to be so successful that two hotel chains have sent personnel to LERA to review it as consideration for implementing this into their standard marketing program for other industries.

Hence LERA has two travel programs, one of group sales and one of individual hotel sales.

However, it was believed the service could be expanded even further. So, at my recommendation, a Travel Committee was formed to set up specific goals. It was agreed to have individual travel by employees on weekends, or during their vacation to any spot in the world for them and their families by offering the same type of service a travel agent in a local city or town would have.

Specifications were drawn up and the LERA committee interviewed 45 agents. The primary purpose was to provide group travel at a significant savings for Lockheed employees; to handle, at no cost to LERA, the hotel bookings at significant savings, and to take care of employees' individual travel.

Finally, a travel agent was selected and office facilities were set up at the LERA facility at Sunnyvale, staffed by employees of the travel agency. A direct line was provided into the travel office from any place in-plant that would provide employees easy access to the professionally trained and skilled personnel working in Travelera. Travelera is a term used to differentiate LERA's travel program from any other LERA service. (See attached regarding any additional information and services.)

The program has been extremely popular with Lockhead Missiles and Space Company employees. Initially, two girls took reservations for individuals or groups, now we have four girls handling this and anticipate expanding even more in the near future.

Travelera is a great service to the employees. They have professionally trained and qualified people to speak to directly or over the phone or they may come down at lunch time or on their coffee breaks to meet with us. The girls are employed four hours a day by the travel agent to handle this business and they can make bookings at the travel agency when they return to their travel office in the afternoon hours.

For more information, contact Leonard through NIRA headquarters.

Cover photo, showing the LERA Travel office, was taken by R.M. Petersen.

What is TraveLERA?

TraveLERA is a separate and distinct department of LERA (Lockheed Employees Recreation Association.) The major function of TraveLERA is to research, set-up, reserve, and coordinate group tours for Lockheed employees.

The second function of TraveLERA is to "book" reservations for Lockheed employees at Lockheed's 20 negotiated hotels.

The third function of TraveLERA is to act on an advisory basis for individual trips for Lockheed employees.

For this reason, the TraveLERA office is manned four hours a day by professional travel agents who act on an advisory basis. The remaining four hours of the day, these travel agents "book" and "set-up" trips for Lockheed employees in the travel agency, which is located outside of Lockheed's premises.

TraveLERA is not a travel agency. TraveLERA is an advisory service provided to Lockheed employees by a travel agency, who has been selected for a one-year contract by the LERA Board.



Feat of Clay... helping you plan pleasure trips to Frontier Country.

Frontier Airlines' Clay Blaylock works year round to get group vacations off the ground. Recreation directors of many of America's leading companies, employee clubs and other groups count on him to point them in the right direction.

Direction? To Las Vegas for the shows and casinos. To National Parks like Yellowstone, Canyonlands and Grand Teton—Frontier flies to 12 of them! Wintertime—to more than 50 great ski areas in the Rockies—Crested Butte, Jackson Hole and Vail for starters; or to sunny Phoenix or Tucson to thaw out.

Scores of money-saving packages are described in Frontier's colorful tour brochures—2 nights to 2 weeks. And Frontier group airfares save you a bundle going and coming: 10 to 19, 20% off; 20 to 39, 25% off; 40 or more, 30% off. Vacation Excitement begins with your Professional Travel Agent, or for instant information, call Clay Blaylock toll-free at 800-525-1138.

discover the new Frontier



First class legroom at coach prices

CIRCLE READER SERVICE CARD NO. 22

Compilation and Design of a Tour Brochure

by Richard M. Porter
Chairman
Mark 10 Ltd.

A travel professional gives the recipe for creating the complete tour brochure

A. In order to determine the appropriate type of employee travel program an employee survey should be made to determine for the following information:
   1. **Region — foreign or domestic**
   2. **Length of stay — which is usually broken down into four categories.**
      a. **Holiday weekends**
      b. **Regular weekends**
      c. **Short stays (4 days/3 nights)**
      d. **Long stays (8 days/7 nights) or longer**

B. One of the most important factors is costing. It is important to calculate (if any) air fare, train fare or bus fare. The number of days of the stay and the food plan. Food plan usually fall into four categories.
   a. **E.P. — European Plan — no meals**
   b. **C.P. — Continental breakfast**
   c. **M.A.P. — Modified American Plan — 2 meals per day, breakfast and dinner. In certain areas dinner and/or breakfast or lunch**
   d. **F.A.P. — Full American Plan also known as American plan — three full meals a day**

C. **Cost of land arrangements (hotels) and sightseeing.** If a cruise ship is the ultimate destination, the cost of the cruise always includes, food, entertainment and sea travel. To this you must add the type of transportation used to arrive at the port of departure.

D. There are several types of tours:
   a. **Individual**
   b. **Group** — consisting of 15 or more. In certain cases, 40 or more traveling together for the complete itinerary.
   c. **Non-Affinity** — which means traveling on airline, bus or train to a certain destination and returning with the same group but not necessarily having the same itinerary during the stay of final destination.

E. The travel shells must include and show a complete itinerary and list exclusions and/or optional side trips to be purchased exclusive of the itinerary.

F. OTHER IMPORTANT REQUIREMENTS:
   1. **Number of brochures to be printed**
   2. **Type of paper used**
   3. **Whether or not this is a company special, not available to the general public**
   4. **Whether our company is sponsoring the program or lends support to the program.**
   5. **Forecast of total estimate of response to the program**
   6. **Cost: Brochure expense $ _____**
      Layout design $ _____
      Shipping & Postage $ _____
      _____% Company expense
      _____% Employee Contribution
   7. **Profit _____ Non Profit _____**
   8. **Promotion of tour**
      a. **Company promotion**
      b. **Employee promotion**

G. **The following is a typical Responsibility clause** which **protects the director and/or operator.**

"The director or operator and cooperating agents act only in the capacity of agents for the passenger in all matters pertaining to hotel accommodations, sightseeing tours and transportation whether by railroad, motor bus, motor car, steamship or plane, and as such, they shall not be liable for any injury, damage, loss, accident, delay or irregularity which may be occasioned either by reason of any defect in any vehicle, or through the acts of default of any company or person engaged in conveying the passenger, or in carrying out the arrangements of the concerned are not to be held responsible for any act, omission or event during the time passengers are not on board their aircraft."

For further information, contact Porter through NIRA headquarters. □

1975 Travel Services Directory Section

AIRLINES/SCHEDULED

AIR FRANCE

1350 Avenue of the Americas
New York, New York 10019
Phone (212) 758-6300
Ivan Damyanoff, Mgr.
Employee Group Travel

Air France makes it easy to get there! Qualified personnel to help you prepare & promote customized travel programs.

CIRCLE READ. SERV. CARD NO. 23 ad appears on p. 39

AIR JAMAICA (1968) LTD.

19 East 49th Street
New York, New York 10017
Phone (212) 688-1212
John G. Baumann
General Manager
North America

National air carrier of Jamaica with service to Jamaica from Chicago, Detroit, Toronto, Philadelphia, New York and Miami. Service to Nassau from Chicago and Detroit. Information on request about group and individual rates.

CIRCLE READ. SERV. CARD NO. 24.

BRITISH AIRWAYS

245 Park Avenue
New York City, N.Y. 10017
Phone (212) 983-8285
Helen P. Mohan, Group Travel Executive U.S.A.

Air Services from USA worldwide. Tailor-made individual company employee travel programs, also special interest tours geared to buyer's hobby interest.

CIRCLE READ. SERV. CARD NO. 25.

FRONTIER AIRLINES

8250 Smith Road
Denver, Colorado 80207
Phone (303) 398-4789
Clay Blaylock

Frontier Airlines — your vacation excitement airline serving the Rocky Mountain West. Offers group discounts to ten or more.

CIRCLE READ. SERV. CARD NO. 26.
Ad Appears on page 19.

HAWAIIAN AIR

2270 Kalakaua Avenue
Honolulu, Hawaii 96815
Phone (808) 922-7533 in Honolulu
Toll Free: (800) 227-0888
In California: (800) 652-1717
Hilary G. Kelly
Manager Group and Convention Sales

All jet airline. Hawaii's oldest and most experienced. Group and convention specialists, with sales offices in Chicago, Dallas, Los Angeles, New York, San Francisco, Seattle and, of course, Honolulu. Call toll free (800) 227-0888 (in California) (800) 652-1717.

CIRCLE READ. SERV. CARD NO. 27.

AIRLINES/SUPPLEMENTAL

WORLD AIRWAYS, INC.

Headquarters:
Oakland International Airport
Oakland, CA 94614
Phone (415) 562-8000

Charters worldwide in 747 and stretch DC-8 equipment. Sales office, information in major U.S. cities near you.

CIRCLE READ. SERV. CARD NO. 28.

BUS/RAIL/AUTO SERVICES

BROOKS RENT A CAR

3665 Las Vegas Boulevard South
Las Vegas, Nevada 89109
Phone (702) 735-3344

Free weekly showsheet available. Ask about our $1.00 per day VW and our other late model cars for rent.

CIRCLE READ. SERV. CARD NO. 29.
Ad appears on Page 43.

NATIONAL CAR RENTAL

5501 Green Valley Drive
Minneapolis, Minnesota 55437
Call Collect: (612) 830-2589
Wayne Herberger
Manager, Group & Convention Sales

Car & Truck Rental — Car & Truck Leasing. Over 2,500 locations throughout the world to serve you.

CIRCLE READ. SERV. CARD NO. 30.
Ad appears on Page 39.

CONVENTION/TOURIST INFORMATION BUREAUS — DOMESTIC

HOWARD COUNTY MARYLAND

County Office Building
Ellicott City, Maryland 21043

Diversified Programs of Activity and Wide Choice of Accommodations for Week-end Group Vacations.

CIRCLE READ. SERV. CARD NO. 31.
Ad appears on page 12.

LOUISVILLE VISITORS BUREAU

Founders Square
Louisville, Kentucky 40202
Phone (502) 583-3377
Dick Carlin, Manager

Literature, sightseeing trips, information center, research and news copy.

CIRCLE READ. SERV. CARD NO. 32.

ST. PETERSBURG AREA CHAMBER OF COMMERCE

P.O. Box 1371
St. Petersburg, Fla. 33731
Phone (813) 821-8418
Mark H. Stein
Convention Manager

St. Pete! Florida's suncoast is everything you dreamed your Florida vacation should be!

CIRCLE READ. SERV. CARD NO. 33.
Ad appears on page 37.

CONVENTION/TOURIST INFORMATION BUREAUS — FOREIGN

CAYMAN ISLANDS DEPARTMENT OF TOURISM

250 Catalonia Avenue
Suite 604
Coral Gables, Florida 33134
Phone (305) 444-6551
David E. Richardson
General Sales Manager

Assistance & literature for group and individual travel to Cayman Islands — a British Colony in the Western Caribbean.

CIRCLE READ. SERV. CARD NO. 34.

MEXICAN NATIONAL TOURIST COUNCIL

677 Fifth Avenue
New York, New York 10022
Phone (212) 755-7212
Andre Ambron

Up-to-date information on the latest tourist developments in Mexico for group travel. Brochures. Promotional aids.

CIRCLE READ. SERV. CARD NO. 35.
Ad appears on Cover II.

ZAMBIA NATIONAL TOURIST BUREAU

150 East 58th Street
New York, New York 10022
Phone (212) 758-9450-51
Xen E. Vlahakis

A unique destination suitable for small, select groups. Walking/photographic adventures in unspoiled wilderness areas. Comfortable lodge accommodations for the slightly less venturesome. Tall tale sport on Lake Tanganyika. Livingstone's magnificent Victoria Falls and a host of other attractions. All the amenities of a modern capital, Lusaka. Free information and assistance.

CIRCLE READ. SERV. CARD NO. 36.
Ad appears on page 36.

CRUISE SHIP LINES

BAHAMA CRUISE LINE, INC.

New Port of Miami
P.O. Box 4460
Miami, Florida 33101
Phone 1-800-327-3910

Cruises to the delights of the Bahamas or Mexico!

CIRCLE READ. SERV. CARD NO. 37. Ad appears on page 8.

EASTERN STEAMSHIP LINES, INC.

P.O. Box 10882
Miami, Florida 33101
Phone (305) 373-7501
Bernard Chabot
Director of Sales

CIRCLE READ. SERV. CARD NO. 36. Ad appears on page 38.

HOME LINES

One World Trade Center
Suite 3969
New York, New York 10048
Phone (212) 432-1414
Gino Patacchiola

Acclaimed for quality cruises!
S/S Oceanic — 7 day Linger Longer Nassau cruises from N.Y. spring thru autumn.
S/S Doric — 7 day Linger Longer Bermuda cruises from N.Y. spring thru autumn.
Winter West Indies cruises from New York S/S Oceanic; from Florida S/S Doric.

CIRCLE READ. SERV. CARD NO. 39. Ad appears on page 5.

LISLIND INTERNATIONAL (HOLLAND RIVER LINES)

500 Fifth Avenue
New York, New York 10036
Phone (212) 466-1370
Diane Duryea
Sales Manager

General Agents — Holland River Line. For deluxe Rhine cruises aboard the modern sister ships "Holland Emerald," and "Holland Pearl".

CIRCLE READ. SERV. CARD NO. 40. Ad appears on page 13.

HISTORICAL ATTRACTIONS

GREENFIELD VILLAGE — HENRY FORD MUSEUM

Travel and Convention Department
Dearborn, Michigan 48121
Phone (313) 271-1620
Ed Mattson
Manager of Travel & Convention Dept.

The Village and Museum is an outdoor and indoor museum of American history. Three centuries of Americana is represented on this 260 acre setting. All season day & evening programs for all groups as well as for individual travelers. Overnight travel packages for groups or individuals are available. Send for information.

CIRCLE READ. SERV. CARD NO. 41.

HOTELS/RESORTS

BEACH CLUB HOTEL

3100 North Ocean Blvd.
Ft. Lauderdale, Fla. 33308
Phone (305) 564-8502
Jack Lindeman

On our own private beach! Catering to individual, couple, and family vacationers. Special industrial rates.

CIRCLE READ. SERV. CARD NO. 42.
Ad appears on page 8.

FOREST LAKES

4350 E. Camelback Road
Phoenix, Arizona 85018
Phone (602) 955-6500
Dick Wensel

Covered wagon adventures in cool, crisp Colorado! A trip through the past by covered wagon, horseback, and narrow gauge railroad, with all the beauty & excitement of the Colorado Rockies!

CIRCLE READ. SERV. CARD NO. 43.
Ad appears on Cover IV.

HACIENDA HOTEL AND CASION

3950 Las Vegas Boulevard, South
Las Vegas, Nevada 89109
Western States: (800) 634-6611
Continental U.S.: (800) 634-6808 (702) 739-8911
Phil O'Rourke

First on the Strip; restaurants, showroom, lounge, casino, tennis and swimming. Tour packages available.

CIRCLE READ. SERV. CARD NO. 44.
Ad appears on page 32.

HERSHEY MOTOR LODGE AND CONVENTION CENTER (A Division of Hershey Estates)

Hershey, Pennsylvania 17033
Phone (717) 533-3311
John Downes

The spacious Hershey Motor Lodge and Convention Center can accommodate any size business meeting from a small seminar to a full-scale convention. The flexible, Bi-level Convention Center seats over 1,500 on each level and the Lower Level can be divided into 14 different meeting rooms. 460 guest rooms. Call (717) 534-3249.

CIRCLE READ. SERV. CARD NO. 45.

HOLIDAY INNS CARIBBEAN RESORTS

2201 Collins Avenue
Miami Beach, Florida 33140
Phone (305) 534-1511
Michael A. Picot
Director of Marketing, Caribbean District

Six spectacular hotels with their own private beaches and pools — Aruba, Curacao, Freeport, Jamaica, Paradise Islands and Bermuda. Luxurious air-conditioned accommodations. Complete resort facilities: tennis, water sports, golf nearby. Restaurants, night clubs, gaming casinos in Netherlands Antilles and Bahamas. Great shopping bargains. All with spacious convention facilities. Everything to enjoy the Caribean world!

CIRCLE READ. SERV. CARD NO. 46.
Ad appears on Cover III.

HOTEL DUPONT

11th and Market
Wilmington, Delaware 19899
Phone (302) 656-8121
Harry Green
Sales Manager

Group Tour headquarters for Brandywine valley sites (Longwood Gardens, Winterthur Museum, etc.) Guides provided. Package group rates. Year round.

CIRCLE READ. SERV. CARD NO. 47.
Ad appears on page 10.

HOTEL HERSHEY (A Division of Hershey Estates)

Hershey, Pennsylvania 17033
Phone (717) 533-2171
Jeff Sener

Overlooking picturesque Chocolate Town, USA, Hotel Hershey offers 150 elegant rooms two superb dining rooms, a cocktail lounge and plenty of recreation. The facilities at Hotel Hershey are excellent for business meetings and it will host its third National Governor's Conference in July, 1976. Telephone (717) 533-2171 for reservations.

CIRCLE READ. SERV. CARD NO. 48.

KONA SURF RESORT HOTEL

P.O. Box 128
Kailua-Kona, Hawaii 96740
Phone (808) 322-3411
Buck Laird
Resident Manager

Striking 550 room complete resort facility, locatee oceanside at Keauhou-Kona. Championship golf and tennis, big game fishing, beaches, scuba diving, hunting. Just 15 min. south of historic Kailua Village, shopping, sightseeing. Inter-island air terminal 25 min., Hilo Intercontinental Airport, 2 hours. Group rates.

CIRCLE READ. SERV. CARD NO. 49.

LOEWS HOTELS

666 Fifth Avenue
New York, New York 10019
Phone (212) 586-4400
David Falor
General Sales Manager

International Hotel Chain operating hotels in New York City, Washington, D.C., Quebec, Montreal, Paradise Islands, Monte Arbo, London & Santo Domingo, Dominican Republic. Special group rates and individual packages to N.I.R.A. members.

CIRCLE READ. SERV. CARD NO. 50. Ad appears on page 3.

QUALITY INN PARKWAY

James Robertson Parkway Exit & I65
Nashville, Tennessee 37213
Phone (615) 244-6050
Toll Free: (800) 638-2657
Nancye Lou Bakker

Package tours available to Music City including all admissions, escorts, meals in custom-made packages. Interstate location just out of downtown. Convenient to everything! Home of the Grand Ole Opry, Opryland USA, Hermitage Country Music Hall of Fame, Parthenon & much more! Restaurant, lounge, banquet & meeting rooms.

CIRCLE READ. SERV. CARD NO. 51.

SURF RESORTS HAWAII (A Division of Interisland Resorts)

2222 Kalakaua Avenue
Mailing address: P.O. Box 8539
Honolulu, Hawaii 96815
Phone: (Honolulu) (808) 922-1636
Ron Letterman
National Sales Manager

Four glamorous complete destination resorts located on the outer islands of Hawaii, on Maui, Kauai and Hawaii. Ocean and pool swimming, tennis, golf, fishing, sailing. From 390 to 620 rooms. For group or individual reservations call (800) 421-0811 nationwide except in California (800) 252-0381, in Los Angeles area (213) 937-5800.

CIRCLE READ. SERV. CARD NO. 52.

TIDES HOTEL AND BATH CLUB

North Redington Beach
P.O. Box 8337
St. Petersburg, Florida 33738
Phone (813) 391-9681
Phil Dross, Southeastern Director of Sales
Alsonett Hotels

Located on the Gulf of Mexico. Tennis course, golf course, cottages, apartments and hotel rooms ideal for individual or families. Special industrial rates. Just 90 minutes to Disneyworld.

CIRCLE READ. SERV. CARD NO. 53.

WESTERN INTERNATIONAL HOTELS

2000 Fifth Avenue Building
Seattle, Washington 98121
Phone (206) 447-5274
Jim Weiss
Tour & Travel Sales Manager

More than 50 quality resort and convention hotels in 13 countries including 9 in Mexico (Camino Reals), Hotels Scandinavia (Oslo & Copenhagen), Shangri-La (Singapore), Bayshore Inn (Vancouver, B.C.), Century Plaza (Los Angeles), South Coast Plaza (near Disneyland) and Ilikai (Honolulu). Also Canada, U.S.A., Mexico package tours. Directory and brochures on request.

CIRCLE READ. SERV. CARD NO. 54.

RECREATIONAL VEHICLE RENTALS

WESLOS RECREATIONS

1069 E. Monte Vista Avenue
Box 789
Vacaville, California 95688
Phone (707) 448-1075
C. "Wes" Simmons

RV rentals for clients flying to San Francisco, Sacramento, & other airports. Recreation vehicles are fully equipped with cooking, eating, and sleeping facilities.

CIRCLE READ. SERV. CARD NO. 55.

SPECIALTY TOURS

NILESTAR TOURS (AFRICA) LTD.

9720 Wilshire Boulevard
Suite 802
Beverly Hills, California 90212
Phone (213) 550-8235
Jalal Ebrahim

The East African Photo Safari and Wildlife Tour Specialists with Own Operations and Staff based in Nairobi, Kenya. Featuring Tours into the World-Renowned Wild Game Reserves of Kenya and Tanzania. Individual and Group Arrangements. Special Interest Tours: Mountaineering, Hiking, Ornothological Fishing, Camping Safaris. Consistent Reputation for Personalized Tour Services.

CIRCLE READ. SERV. CARD NO. 56.

QUALITY INN PARKWAY

James Robertson Parkway Exit & I65
Nashville, Tennessee 37213
Phone (615) 244-6050
Toll Free: (800) 638-2657
Nancye Lou Bakker

Package tours available to Music City including all admissions, escorts, meals in custom-made packages. Interstate location just out of downtown. Convenient to everything! Home of the Grand Ole Opry, Opryland USA, Hermitage Country Music Hall of Fame, Parthenon & much more! Restaurant, lounge, banquet & meeting rooms.

CIRCLE READ. SERV. CARD NO. 57.

THEMED/AMUSEMENT PARKS

ASTROWORLD (NOW PART OF THE SIX FLAGS FAMILY)

P.O. Box 1400
Houston, Texas 77001
Phone (713) 748-1234
William Sodon
General Sales Manager

There's always something new at Astroworld. Located across the street from the famous Astrodome. Special discount programs for N.I.R.A. members.

CIRCLE READ. SERV. CARD NO. 58.

HERSHEYPARK (A DIVISION OF HERSHEY ESTATES)

Hershey, Pennsylvania 17033
Phone (717) 534-3916
Lowell Paul

One of the finest theme parks in America, Hersheypark has a unique one-price admission plan which entitles a guest to ride all of the rides and see and enjoy all of the attractions and entertainment during the day of admission. Special group rates are available.

CIRCLE READ. SERV. CARD NO. 59.

OPRYLAND, U.S.A.

P.O. Box 2138
Nashville, Tennessee 37214
Phone (615) 889-6600
Nathan R. Cline
Sales Manager

America set to music — live musical productions. Music-Americlub; a special coupon program for companies employing 300 or more. Presently, 11,477 active member companies. Special package tours for individuals or groups. Grand Ole Opry Bus Tours originating from Opryland. And, the new Opry Towne Hotel-Convention center opening August 1977.

CIRCLE READ. SERV. CARD NO. 60.

SEA WORLD — ORLANDO

700 Sea World Dr.
Orlando, Florida 32809
Phone (305) 351-3600
Barry Kenney, Sales Mgr.

125-acre marine life beautifully landscaped park featuring live animal shows, petting areas, tranquil wildlife surroundings; employee discount programs available allowing discounts at area hotels, Days Inn nationally, car rentals, area restaurants and attractions. Part of Sea World, Inc.

CIRCLE READ. SERV. CARD NO. 61.

SIX FLAGS, INC.

530 West Sixth Street
Suite 800
Los Angeles, California 90014
Phone (213) 680-2375
James E. Wright
National Sales Director

Six Flags, Inc. operates the largest group of theme amusement parks and attractions in the United States. Since opening the gates at Six Flags Over Texas in 1961, over 60 million guests have been entertained. Six Flags is both leader and innovator in the theme park business having pioneered the one-price admission policy, name entertainment on the grounds and such world famous rides as the Log Flume and Runaway Mine Train. Six Flags parks include: Six Flags Over Texas (between Dallas and Fort Worth, Texas), Six Flags Over Georgia (Atlanta, Georgia), Six Flags Over Mid-America (St. Louis, Missouri), and Astroworld (Houston, Texas). Six Flags attractions include Movieland Wax Museum (Buena Park, California — 10 minutes from Disneyland) and Stars Hall of Fame (Orlando, Florida — 10 minutes from Disney World).

CIRCLE READ. SERV. CARD NO. 62.

SIX FLAGS OVER GEORGIA

P.O. Box 43187
Atlanta, Georgia 30336
Phone (404) 948-9290
Allan E. Krantz

Over 100 rides, shows and attractions including the world's largest, fastest and tallest roller coaster! Special employee rates are available through the Six Flags Funseekers Club.

CIRCLE READ. SERV. CARD NO. 63.

TRAVEL AGENTS

BON VOYAGE TRAVEL

2200 E. Devon Avenue
Suite 220
Des Plaines, Illinois 60018
Phone (312) 298-7700
(312) 694-4224
Richard Geahan
Vice President Group Sales

The Midwest's Largest Agent — 20 offices arranging group travel programs successfully for 17 years. Has its own wholesale travel division and computer accounting system.

CIRCLE READ. SERV. CARD NO. 64.

CAREFREE TRAVEL INC. (Vacation Ventures)

30 West 57th Street
New York, New York 10019
Phone (212) 977-4800
Ron Miller

CIRCLE READ. SERV. CARD NO. 65.
Ad appears on page 11.

LOYAL TRAVEL, INC.

Greyhound Tower (Hdq.)
Phoenix, Arizona 85077
Phone (602) 248-5037 (hdq.)
Manager — Each Branch Office

50 offices throughout the U.S. Full service travel arrangements. Specializing in groups. A subsidiary of the Greyhound Corporation.

CIRCLE READ. SERV. CARD NO. 66.
Ad appears on page 7.

WORLDWAYS TRAVEL CORPORATION

500 Fifth Avenue
New York, New York 10036
Phone (212) 736-5186
Arnold Light

Professional group-oriented marketing/travel organization serving the vacation and business travel markets. Members of ASTA and bonded, authorized agents for all international & domestic airlines.

CIRCLE READ. SERV. CARD NO. 67.

TRAVEL SERVICES

CONSITES INTERNATIONAL LTD.

400 N. Michigan Ave.
Chicago, Illinois 60611
Phone (312) 822-9821
Richard E. Leck
Director, Special Interest Tours

Convention and group travel specialists to Hawaii. Weekly OTC's. Weekly GIT's from 92 cities via United and other ATC airlines — 1 to 4 islands; budget to deluxe. Charters. Special Interest groups.

CIRCLE READ. SERV. CARD NO. 68.

LAS VEGAS BUREAU OF HOTELS

900 Wilshire Boulevard
Suite 106
Los Angeles, California 90017
Phone (213) 628-5218
Henry C. Apfel
Director of Sales

Do it in Las Vegas. Complete air & ground service planning for all resort hotels. We know more about Las Vegas than any other operator.

CIRCLE READ. SERV. CARD NO. 69.

WORLD AIRWAYS, INC.

Travel & Tours Division
Headquarters
Oakland International Airport
Oakland, California 94614
Phone (415) 577-2135

Full service, assistance in packaging air and land arrangements, track tours to suit your client's needs and budget. Programs to all destinations worldwide.

CIRCLE READ. SERV. CARD NO. 70.

TRAVEL WHOLESALERS

CAREFREE TRAVEL, INC. (Vacation Ventures)

30 West 57th Street
New York, New York 10019
Phone (212) 977-4800
Ron Miller

Largest tour operator in the country to Las Vegas plus ITC & affinity programs to Hawaii, Caribbean, Canary Islands and Europe.

CIRCLE READ. SERV. CARD NO. 71.
Ad appears on page 11.

DESTINATION FRANCE

521 Fifth Avenue
New York, New York 10017
Phone (212) 972-9498
William Legeard

Group travel arrangements for groups of all sizes — year round — Europe — Specialists on France — custom tailored and special interest programs.

CIRCLE READ. SERV. CARD NO. 72.

EIRE TOURS

2053 Flatbush Avenue
Brooklyn, New York 11234
Phone (212) 951-7575
Stephen F. Browne, President

Largest independent operator of Group Travel Programs to Ireland from North America. Specifically designed one and two week tours of Ireland by Coach or Selfdrive Car for Employee Groups.

CIRCLE READ. SERV. CARD NO. 73.

FORLOW TOURS

610 Enterprise Drive
Oak Brook, Illinois 60521
Phone (312) 325-8030 or
(219) 232-5931

Specialist in fine escorted motorcoach and air tours leaving from Chicago and South Bend, Indiana.

CIRCLE READ. SERV. CARD NO. 74.

FRIENDLY BUDGET ITINERARIES, INC.

118-21 Queens Boulevard
Forest Hills, Queens, New York 11375
Phone (212) 520-1150
(516) 538-3736
(800) 221-9748
Larry Rappoport

Group Travel Specialists, specializing in Mexico — having offices in Mexico City, Acapulco, Merida and Cancun. Group package also available to Europe, Las Vegas, Hawaii and the Caribbean.

CIRCLE READ. SERV. CARD NO. 75.

HOLIDAIR LIMITED

1505 Commonwealth Avenue
Boston, Massachusetts 02135
Phone (617) 783-5500
Hal Engler
Vice President of Sales

Featuring a new and unique concept in travel. Condominium living in Spain (Costa del Sol), & Hawaii (Waikiki & Maui). SPAIN 3 weeks — $449.00, 6 weeks — $499.00. HAWAII 3 weeks — $749.00, 4 weeks — $799.00.

CIRCLE READ. SERV. CARD NO. 76. Ad appears on page 17.

MARK 10 LIMITED

919 North Michigan Avenue
Chicago, Illinois 60611
Phone (312) 440-1990 or
Out of Town (800) 621-8002

Travel Group Sales Incentive

CIRCLE READ. SERV. CARD NO. 77.
Ad appears on page 10.

TOWER TRAVEL CORPORATION

444 Madison Avenue
New York, New York 10022
In N.Y. State (212) 832-6000
In Continental U.S. call toll free (800) 223-5796
Henry Herzig

F.I.T., Homogenous Groups, Conventions and Incentive travel to France, Israel and Europe. Flexi-Plan program to France and Europe; Flexi-Plan program to Israel.

CIRCLE READ. SERV. CARD NO. 78.

UNI-TRAVEL CORPORATION

Box 571
Cuba, Missouri 65453
Phone (800) 325-4867
Sue Graham
Vice President Group Sales

Organizers of individual and group charter travel to Europe and Caribbean specializing in arrangements for employee organizations and clubs, offering low round trip airfare and total land packages.

CIRCLE READ. SERV. CARD NO. 79.
Ad appears on page 16.

WORLDWAYS/ HAWAIIAN HOLDIAYS INC.

500 Fifth Avenue
New York, New York 10036
Phone (212) 736-2929
Arnold Light

Organizers of group and charter travel to all major world destinations, with particular emphasis on Hawaii. All aspects handled from promotion to trip supervision. ASTA and ATC members, bonded.

CIRCLE READ. SERV. CARD NO. 80.

professional services directory

CIRCLE READER SERVICE CARD NO. 81

Kotz Schneider LAND AND RECREATION PLANNING AND DESIGN

307 SOUTH TOWNSEND STREET SYRACUSE, NEW YORK 13202 315-475-4157

recreational planning · programming · design · consultation

CIRCLE READER SERVICE CARD NO. 82

Hugh G. Goldsmith & Associates, Inc.

dlh DEHART, LANDS & HALL
planning / analysis group

512 LYON BUILDING SEATTLE WA. 98104 (206) 622-1080 631 LYON BUILDING SEATTLE WA. 98104 (206) 682-1925

tpa services ARCHITECTURE ENGINEERING PLANNING

Feasibility Studies - Design - Construction Supervision - State, Regional and Community Parks and Recreational Facilities

CIRCLE READER SERVICE CARD NO. 83

100 BROADWAY, NORTH HAVEN, CONNECTICUT 06473 TEL. (203) 239-5671

Alpha Group in Monterrery, Mexico, is Symbol of Society Ready to Serve

The Group provides economic, recreational, legal, educational and health support to employees

ANY person, in or out of work, needs to satisfy three fundamental needs: symbol dependence on which to rely; a way to relieve tension in order to maintain stability, and the need to achieve a task that will make him or her feel useful.

This is the philosophy behind the ALPHA Industrial Group Employees Association in Monterrey, Mexico.

The Association was born from a company's desire to maintain the well-being and development of the person. Ways of promoting this are through educational support, family parties, activities for sons and daughters and through the psychological and material security of identification with a group in which all work for the same company or types of companies.



by Jose Amores
Vice President,
Social Services,
DIMSA, ALPHA Group
Monterrey, Mexico

In order to feel secure, human beings need to depend on other persons as well as institutions. That is why any group of people creates its own symbols. For the employee, his association with ALPHA is a symbol of his security as a person and of his strength as a member of a group.

In Monterrey there is only one Association serving all companies of ALPHA. The advantages of having only one society are to strengthen group spirit and optimize resources. For example, the use of a clinic, recreation center and other facilities is made easier; there is better communication; better group buying rates and commissions; recreation at all levels; group medical services, and moral and economic aid systems.

To accomplish its goals, the Association offers specifically the employee health care, a recreational center his family may visit, scholarships to educate himself or his family — an opportunity to relax and a place to go with his family on weekends. There are cultural events — musical reviews, theater presentations, concerts, movies, evening parties, fiestas, and general services such as dining rooms, stores, libraries and rest areas.

The Association, through its services, is an effective medium of diminishing man's tensions. Sometimes the lower the social-cultural class of employee, the less opportunity he has to let out his frustrations. An executive may travel, read or go to the club. On the other hand, the lower-ranking employee has only his work. Through recreation, the simple act of living and playing together, the Association provides the employee with an escape.

The Association also makes the participant feel like someone, and what he does is more useful. ALPHA allows him to serve in supervisory capacities on the Board, on commissions, as captain of a team or as member of a group. It gives him an opportunity to express his convictions.

Through serving on the Board or by participating in activities, the employee gets to know and understand his boss better and vice versa.

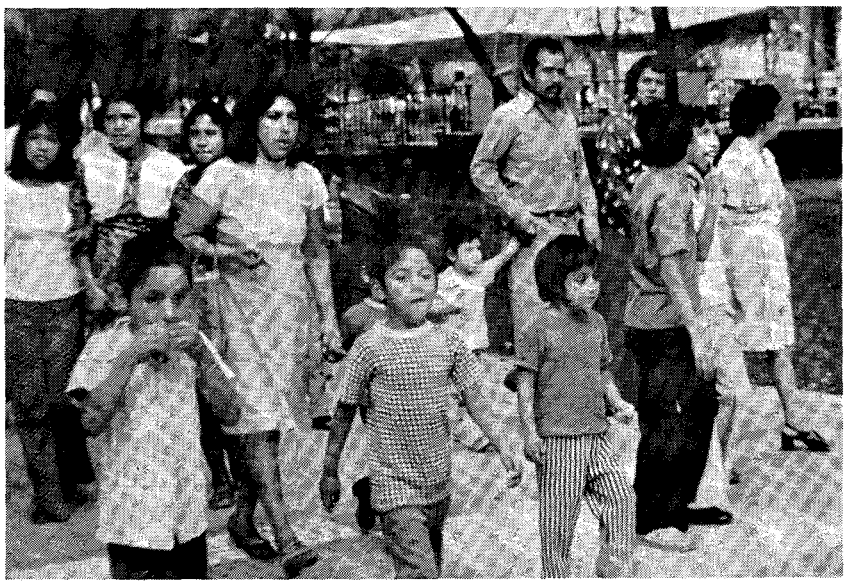
There too are collateral advantages of the Association, other than aiding the employee. For example, if the employee is fulfilled, he has a tendancy to improve in his work. He lives better, develops his abilities and becomes more productive. In addition, the Association offers a means of developing leadership abilities; the company has a better image in the mind of the employee the group spirit between workers of different companies strengthens with the image of the Association and the Association bridges various occupational, economic and cultural gaps between people of varying backgrounds.

I feel it is important that in every company an employee Association should exist. And eventhough its name won't be the same, the target will.

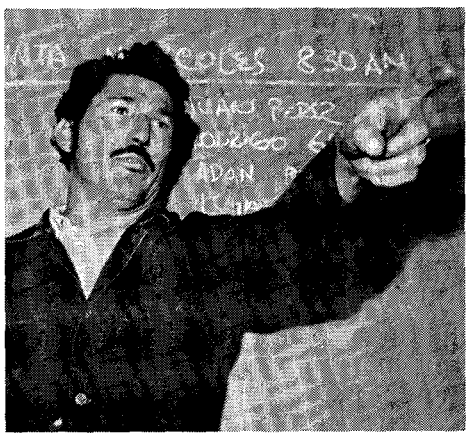


The ALPHA group promotes goodwill between management and the employee.

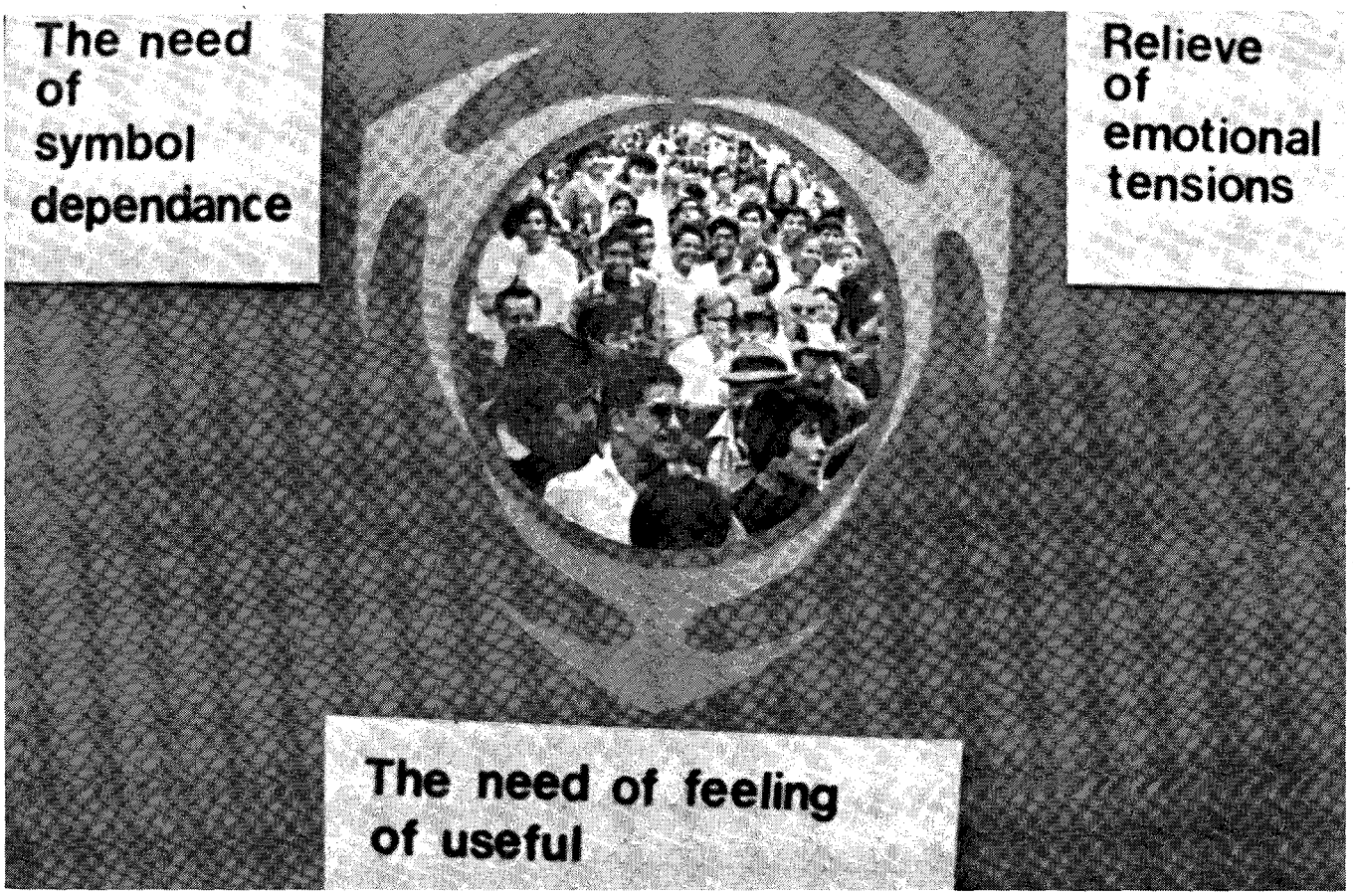
The ALPHA group is a conglomerate or a group of corporations managed individually but who work together under a group board to insure inter-buying and selling. The conglomerate concept represents a total marketing effort. ALPHA was formed after it broke away from a former conglomerate and formed its own Association. Within the ALPHA conglomerate is Jose's company, DIMSA, which provides the social services for the entire group. Jose is a Director of DIMSA social services. DIMSA is in the process currently of developing recreation facilities within the ALPHA group.



Concentration on involving the family is one of the objectives of the group.



Unlike many recreation clubs or associations, the ALPHA group offers everything from health care services to educational programs.





State Farm's Tour Committee Enables Employees to 'See the World'

If you don't have a travel program, here is how one company initiated this employee service

by Flores Hess
Activities Coordinator
State Farm Insurance Company

BECAUSE group travel prices make it economically feasible for more people "to see the world" coupled with an increasing interest on behalf of State Farm Insurance Company employees, the State Farm Employees Acitivities Board initiated a travel program by establishing a Tour Committee.

The committee consists of two members from our Board (one of which serves as chairperson), two S.F.E.A. representatives and myself, the Activities Coordinator.

Where to Go?

To determine where employees want to go, this year a flier was distributed to all members asking for their trip preference from a listing of several European locations, the Orient, South America, Caribbean Islands, Mexico, Hawaii and some of the cities that are celebrating the Bicentenial. In each instance, we listed the number of days involved, minimum cost and the approximate time of the year for the trip. We also asked for additional selections. Through this medium, we thought we could provide more people with their ideal vacation.

During each year we plan two longer trips — seven to 15 days — and several mini-vacations for employees, and for the past two years, we've offered a ski trip to Colorado.

Types of Trips

The four-day long-weekend trips are popular because an employee uses only two days of vacation time. Our Las Vegas, Jamaica and Bahama trips are popular with new employees with limited days vacation and for those who like to get away for long weekends.

The Travel Agent

Travel agencies, in your locale or those listed with NIRA, can be of tremendous help. They can insure you comply with all CAB rules and regulations. The most important factor is that **BOTH** you and the agency you select are in complete agreement on the type trip you will be offering to your people — GIT, 40 Group Affinity, ITC or Charter.

A reputable agency will be bonded. Service and reliability are the long-term qualities to look for as prices usually will not fluctuate greatly between agencies — **IF** you are getting similar programs from each. Some operators specialize in certain localities and run trips back-to-back. These are more economical.

Price Bids

When your committee has selected a number of interesting destinations, go to several agencies for price bids. Be sure that everything you want in your trip is included in the price — then compare services and prices.

Travel Schedule

Announcing a travel schedule can be handled in various ways. By announcing all trips scheduled for the coming year or 18 months, you allow your people to pick and choose. But your price may vary all over the ball park. You'll face the usual inflationary problems, increased air fare and possible dollar devaluation, which could cause the trip price to increase several times.

Six to eight months prior announcement is about ideal — long enough for employees to plan and short enough that prices tend to stay more in line with the original cost quoted.

A 'Tour Night'

We have found that scheduling a "Tour Night" about half way between announcement time and departure date has been very successful. It gives our people the opportunity to question the tour operator and to work out any problems in advance. A slide presentation or movie of the trip stimulates interest and a following question and answer session clears many questions — what to wear, money exchange, passport information, time of take off, arrival time, and so on.

Make sure that the vacationers are aware of the trip cancellation policy and the final date of payment through oral and written announcements.

Questions and changes will continue to pop up. Your choice of travel agency will prove valuable in fielding any questions you need help answering.

Follow Up

We follow up on a trip by sending out a questionnaire immediately after the travelers have returned home. It gives us feedback on their opinion of the trip (land, air, hotel, optional tours, services of the tour agency and any suggestions or criticisms they wish to express). Our committee evaluates these surveys. We then discuss the trip with the tour operator and pass along compliments and any minor areas that can be improved in planning for future trips.

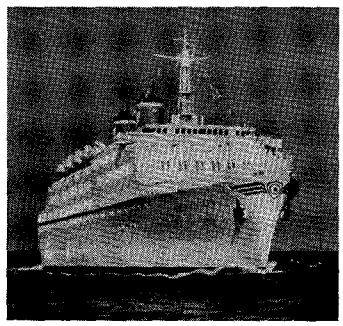
The many hours of pouring through travel brochures, getting ideas together, holding committee meetings and discussions with tour agencies, airlines, etc., are worthwhile and rewarding. It helps you plan exciting trips at affordable prices for those with whom you work. □



MAIL COUPON FOR FREE CATALOG
ROA: Please send me the Free Catalogs I have checked.
☐ Award-Winning 16mm Films for Business and Industry
☐ 1976 Entertainment Catalog...16mm Films for Employee Recreation
Name _____ Phone _____
School/Organization _____
Street _____
City _____ State _____ Zip _____
ROA FILMS • 1696 N. ASTOR ST.
MILWAUKEE, WI 53202 • (414) 271-0861

CIRCLE READER SERVICE CARD NO. 84

The Modern Magnificent Convention Cruise pleaser!



SS EMERALD SEAS
Registry Panama

Bahama/Caribbean Cruises from Florida with your choice of itineraries 3-4-7 nights or longer. Groups from 15 to 1,000. All at special rates.

EASTERN STEAMSHIP LINES INC. General Sales Agents and Operators
P.O. Box 010882 • Miami, Florida 33101
or call toll free Florida 800-432-9552 — Ala., Ga., La., Miss., N.C., S.C., Tenn., Ark., Del., D.C., Ind., Ky., Md., Ohio, Va., W.Va., Ill., Mo., N.J., Okla., Pa., Conn., Iowa, Mass., Mich., N.Y., R.I., Tex., 800-327-0271. All other states 800-327-0201

Please send, without obligation, your Meeting Planner's Kit.
Approx. Number of Persons in the Group.....
Approx. Date of Meeting.....
Name.....
Title.....
Organization.....
Address.....
City.....State.....Zip.....

CIRCLE READER SERVICE CARD NO. 85

The Three Faces of Mexico All Smile For Travel Groups



by Andre Ambron
Director Groups & Conventions
Mexican National Tourist Council
Secretary, NIRA Exhibitor's Committee

IN downtown Mexico City there is a large plaza that symbolizes the three major influences which shape the character of this country of 50 million people, three dynamic aspects of life that offer visitors a rich and varied prospect.

For travel groups especially, where interests are not always as homogeneous as sometimes imagined, the three faces of Mexico each smile their own personal welcome and each beckons with its own appeal.

Ancient, colonial and contemporary Mexico are all on view in that Mexico City Plaza, called appropriately the Plaza of Three Cultures. Also known as **Tlatelolco,** the site was originally an important Aztec settlement and the ruins of a centuries old pyramid still stand here. The Spanish epoch is represented by the Colonial Church of Santiago, and contemporary Mexico is symbolized by the huge, modern housing complex that rings the plaza.

Ancient Mexico

THE heritage of ancient Mexico — Aztec, Tolec, Mayan to name a few — is to be found all over the country in archeological treasures that rival those anywhere in the world. Today's travelers can view the achievements of the early Mexican Indian cultures in the giant sculpted heads of the Olmecs in the lowlands of **Veracruz,** the ceremonial rites of the Toltecs in the **Valley of Mexico,** the Zapotec ruins

(Continued on page 35)

LAS VEGAS
HACIENDA
HOTEL AND CASINO

3 DAY
Deluxe
Champagne Holiday

Luxurious room for 3 days and 2 nights • Delightful Champagne Breakfast • Spectacular Buffet Brunch • Gourmet Buffet Dinner • Midnight Show in Fiesta Room • 20 Lucky Nickels • Free Champagne Party Daily • All taxes, gratuities and baggage handling are included and much more!

$31.99 per person double occupancy
ITHLV 4

3 DAY Ultra
Champagne Holiday

Deluxe accommodations • Delightful Champagne Breakfast • Spectacular Buffet Brunch • Dinner Show in the Fiesta Room, with Special Steak Entree • Free Champagne Party Daily • All taxes, gratuities and baggage handling are included. Plus much, much more!

$39.99 per person double occupancy
ITHLV 5

Write or phone
the Hacienda Hotel and Casino
3950 Las Vegas Blvd. S., Las Vegas, Nv. 89119 • dial toll free
Western States, (800) 634-6611; Continental U.S., (800) 634-6713.

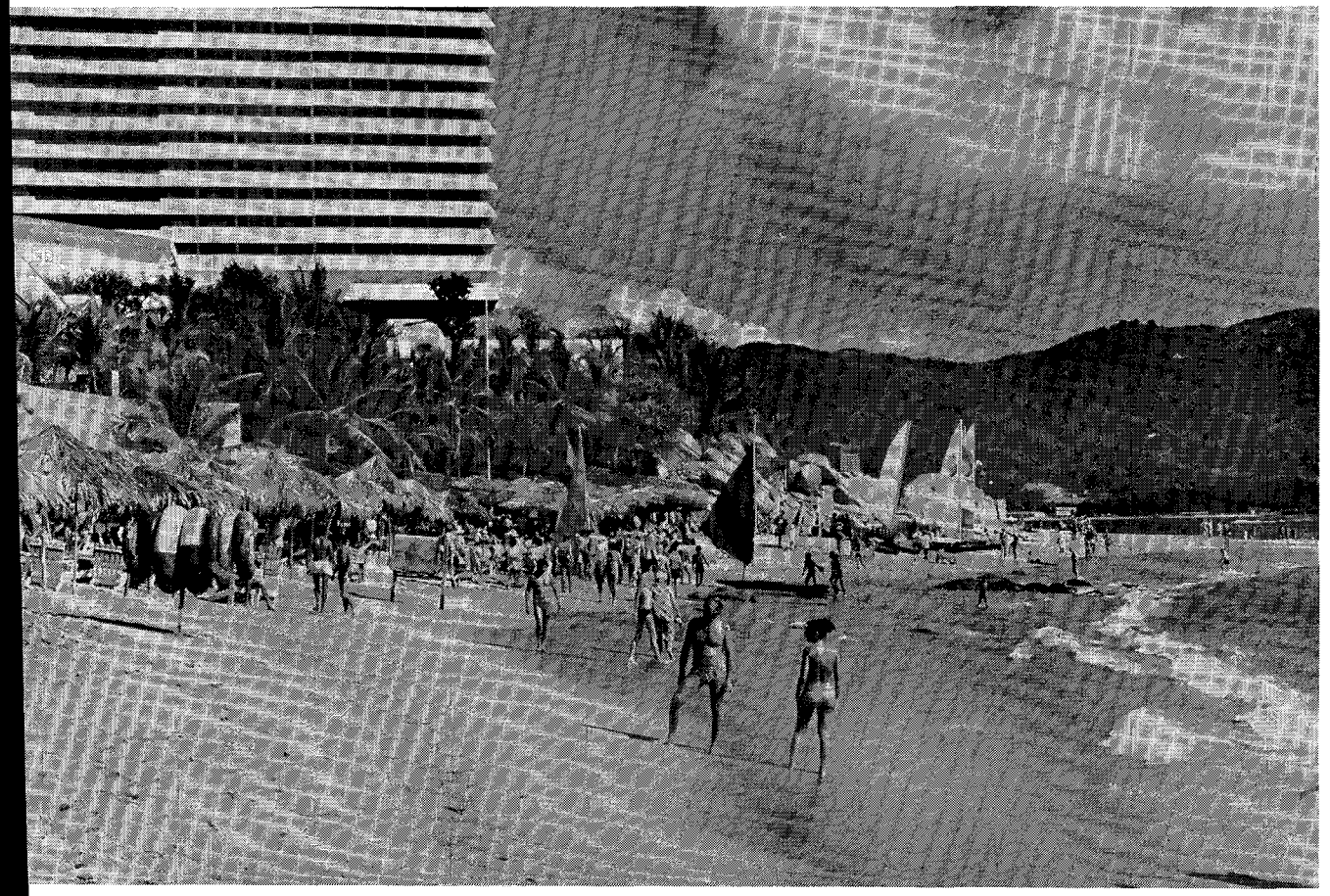
CIRCLE READER SERVICE CARD NO. 86



This is Chichen-Itza, Yucatan Stella on top of the Mayan Temple of the Warriors. El Castillo (Temple of Kukulkan) is in the background.



The main plaza in Monterrey, Mexico.



Beach scene in Acapulco.

Color and Excitement of Travel Brought 'Home' to Chase Manhattan

By John P. Kiley, President
EGR Travel International, Inc.

HULA dancers, corridor walls splashed with colorful posters from Morocco, Italy, Africa and the Caribbean, and films depicting the pleasures of travel in color and sound, were highlights of a Travel Festival Day held recently for members of The Chase Manhattan Club at the company's headquarters in Manhattan. The event, unprecedented in the Club's history, drew thousands of the bank's employees, and certainly proved that bringing the mountain to Mahomet pays off.

When entrusted with the operation of a travel program for The Chase Manhattan Club, our approach to running the program was to provide Chase's employees and their families with vacations that would give them the most for their travel money, as well as the broadest possible range of destinations. In order to do this, of course, we had to reach them first. As there are more than 19,000 Chase employees in the metroplitan area alone (plus 7,000 retirees who retain Club membership) we felt that there was no one way to achieve this.

'Happy Chasers' Identity

OUR first step was to provide the travel program with a "personality" readily identifiable by Chase employees. This we accomplished by originating a name for the travel program — "Happy Chasers" — and designing a "Happy Chasers" logo which appears on all publications connected with the program, as well as on baggage tags, identification buttons, tour wallets and similar travel items.

We also issued a "Happy Chasers" travel catalog, which lists all the vacation offerings available to Chase employees and their families and friends. This 16-page illustrated catalog was distributed to all employees via department heads, and was also mailed to retirees.

Day-to-day promotion of the tours appearing in the catalog, as well as additional tours introduced after the catalog was issued, is carried on via employee newspapers and bulletin boards.

The response has been good, and Club members are well disposed to the program. But we felt we wanted to make a really big "splash" . . . to register an impact on employees which would make the travel program stand out sharply, and take it out of the general class of "employee recreation" such as bowling teams, chess clubs and similar activities.



Hawaiian hula dancers attracted Chase Manhattan Bank employees into the exhibit area, from where they entered the auditorium to view continuously-shown travel films.



Thousands of employees streamed through the exhibit area during the six hours of the Festival, gathering information and ideas on a wide range of travel opportunities.

The Travel Festival is Born

SO, with the excellent cooperation of Club management, we launched the first "Happy Chasers" Travel Festival Day . . . a day-long event which brought the glamour of travel right into the company's headquarters. To attract both the day and evening shifts, our Festival ran from 11 a.m. to 3 p.m., and again from 5 to 7 p.m. The auditorium was used for film showings

and the surrounding area was filled with decorations and exhibits. Posters publicizing the event were placed at points of heavy traffic such as elevators and escalators, and especially in the cafeteria area. Among the Festival highlights were:

Entertainment by a troupe of Hawaiian dancers and musicians, lent to us for the occasion by Aloha Airlines. The troupe roamed through the lounge and cafeteria, calling attention to the films and exhibits.

Films, running continuously, promoted travel to such diverse destinations as Russia, Walt Disney World, Portugal, Hawaii, Ireland, Morocco and Japan;

Exhibit booths sponsored by various airlines and government tourist bureaus. Brochures and information were offered at the booths, making them one of the Festival's most popular features;

Hawaiian leis (plastic, in bright colors) were given to employees who attended the Festival. As a result, leis were to be seen all over the building that day — a mobile "self-promoting" publicity tool;

A special menu featuring international dishes was arranged with cafeteria management, further reinforcing the "special" quality of the day.

Huge Success

THE Festival was a tremendous success (most of the exhibit booths were completely cleaned out of promotional literature), with thousands of employees streaming in and out continuously during the Festival hours.

We have effectively repeated the Festival twice since that first day — one time at the Bank's 1 New York Plaza location, and the other at its BankAmericard Division in New Hyde Park, L.I. — and can definitely state that the tremendous amount of effort and organization involved was more than rewarded by the results. "Bringing the mountain to Mohomet" is a promotional method we highly recommend to everyone involved in employee recreation programs. □

Travel Spotlight . . .

Continued from page 32

of Monte Alban in **Oaxaca,** the massive Mayan palaces in **Yucatan,** the shrines and pyramids of the Azetcs near **Cuernavaca. Mexico City** itself is built upon the beautiful templed city of **Tenochtitlan,** the Aztec capital that in its time was the largest city in the world.

Old World Heritage

AN Old World heritage was overlaid on this culture by the Spaniards in the 16th and 17th Centuries and remains very much in evidence in Mexico today. The Colonial influence is present in Mexico's great cathedrals, in the arches, patios, fountains and red-tiled roofs of its architecture, in paintings, the continent's oldest church and first university. Native crafts flourished under the teachings of Spanish clerics; gold and silver working, pottery making and wood carving, spinning and weaving. In all these arts the creative instincts of the native Indians and the techniques of Spanish artisans were blended into works that the visitor finds here today — the balconies and wrought iron gates, the palaces and domes, fiestas and colorful customs, the charm of colonial cities like Merida and Guanajuato, and for the thrills of the spectacle of bull fighting.

Modern Mexico

FROM this blend of cultures has sprung the flourishing and stimulating world of modern Mexico, revealed in soaring skyscrapers, in busy modern streets, in dramatic murals, in sophisticated cities and swinging seaside resorts. Recreational sports, too, are in exciting part of the traveler's modern Mexico.

Leading Cities & Resorts

MEXICO'S leading destination cities and resorts are well versed in handling travel groups. Those most popular of seaside resorts, **Acapulco** and **Puerto Vallarta** have been headquarters for sun and surf-oriented group vacations for years. Restaurants, nightclubs, discoteques and a vast choice of modern accommodations at all price levels assure a successful trip.

Prefer the excitement of a cosmopolitan metropolis? **Mexico City** is all that, with a scope of entertainment, art, history, shopping, dining, and hotels matched only by few cities in the world. Mexico's capital accommodates thousands of convention and group travelers every year with ease and efficiency.

And many groups are discovering some of Mexico's lesser known vacation delights. Like the **Yucatan,** with its beaches of white sand alongside crystal clear Caribbean waters, its archeological wonders, and the charm of its major city, **Merida.** The **Baja Pennisula** and the **Sea of Cortez** attracts knowledgeable swimmers and fishermen.

An Attractive Bargain

NOT the least of Mexico's appeal in these inflationary times is its proximity, and the economy of traveling to a foreign land that is, after all, a neighbor, too. A quick sampling of some typical charter package plans shows that Mexico is still an attractive bargain.

One operator offers **Mexico City, Taxco,** and **Acapulco** for seven nights, including hotels, transfers, some sightseeing and air fare for $299 per person; or this tour with a Colonial emphasis — **Mexico City, Guanajuato, San Miguel de Allende, Morelia, San Jose Purua** and **Acapulco** including hotels for 14 nights, transfer, some sightseeing and air fare for $529 per person; another two-week trip with stops at **Mexico City, Oaxaca, Ciudad del Carmen, Villahermosa, Veracruz, Campeche, Merida** (with side trips to **Mayan ruins** at **Chichen Itza** and **Uxmal),** and Cozumel for $629 per person, including hotels, transfers, sightseeing, and air fare.

Remember, also, that the Mexican peso and the U.S. dollar enjoy a fixed rate of exchange, eliminating concern of a fluctuating relationship that can play havoc with a traveler's budget plans. □

washington scene

by John G. Tutko, CIRA
Chief
Headquarters
United States Air Force
Recreation Services
Directorate of Administration

Photos For Leisure

Amateur photographers you are urged to display your talents and send prints of outdoor recreation for a Bicentennial Photo Exhibit, Leisure in America, 1976. This is not a contest, but an exhibition to be used for a five-state tour during the Bicentennial year. Submissions may be made in two categories: positive uses of leisure, showing people in outdoor activities, and negative uses, such as vandalism etc. Color and black and white unmounted prints in 8X10 or 11X14 only will be accepted. Send to BOR, 5000 Marble St., N.W., Alburquerque, N.M., 87110.

Hunting Film Gets Golden Eagle Award

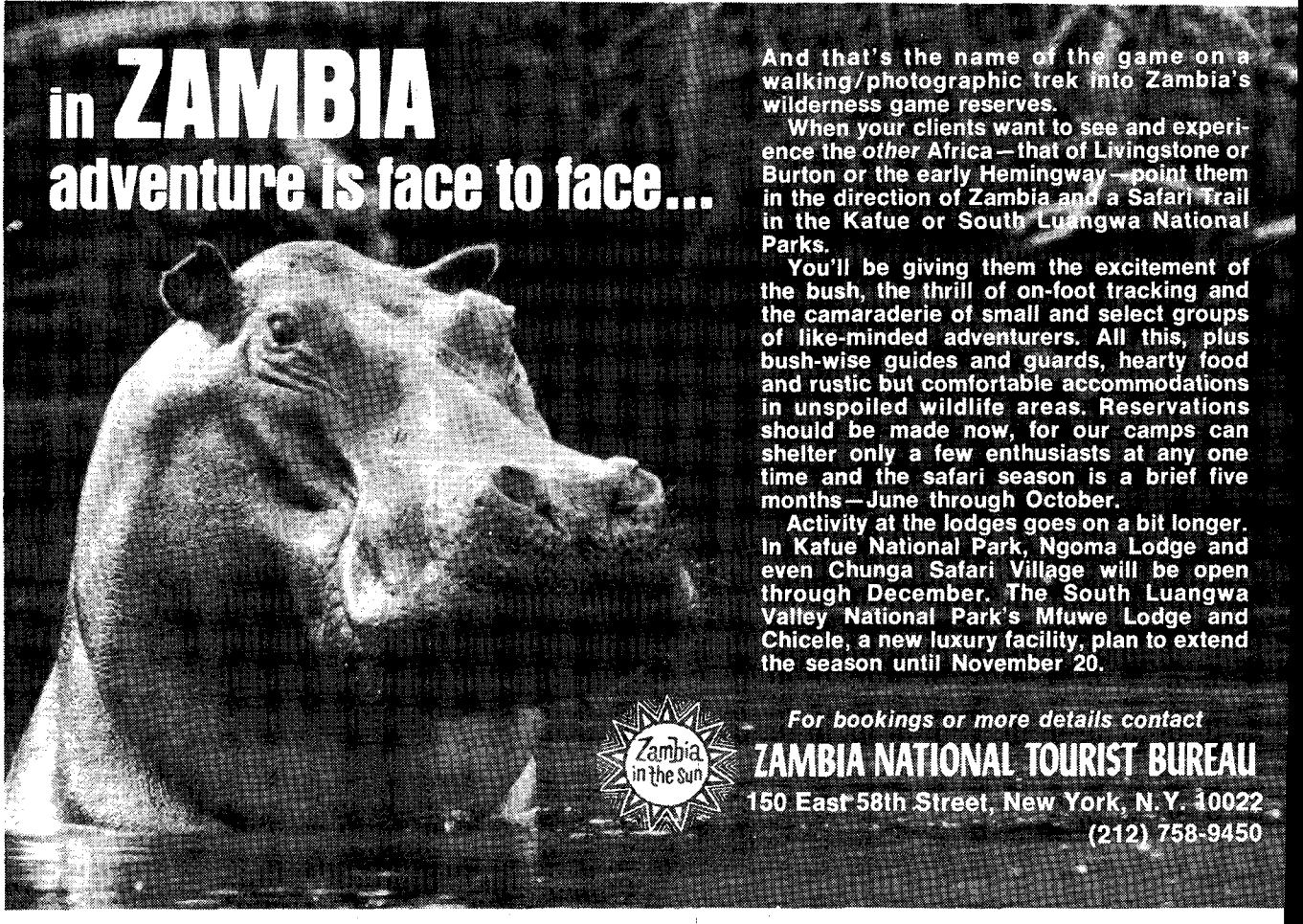
The Golden Eagle Award was presented recently by the Council on International Nontheatrical Events to Remington Arms Co. for a new film produced by the company, "A Question of Hunting". The award qualifies the film for entry in foreign film festivals. The film considers the major criticisms of hunting and then answers them by tracing the history of wildlife conservation in this country. Prints are available for loan, free of charge, from Modern Talking Picture Service, 2323 New Hyde Park Rd., New Hyde Park, N.Y. 11040.

Duck Stamp Contest

The annual "Duck Stamp" contest for wildlife art to adorn next year's Migratory Bird Hunting Stamp kicked off July 1. The Migratory Bird Hunting Stamp was authorized by the Migratory Bird Hunting Stamp Act of 1934. Popularly known as the "Duck Stamps", they are sold in post offices and must be carried by every migratory waterfowl hunter over 16 years of age. Stamp revenues, beyond printing and handling costs, are used for the acquisition of additional migratory bird refuges.

Fish-Wildlife Aid to States Tops $43 Million

More than $43 million in federal aid has been apportioned to the states for fiscal 1976 for wildlife and fish restoration and for hunter safety programs. The money is from excise taxes collected in fiscal 1975. Of the total apportioned for fiscal 1976, $30 million is for wildlife restoration, $2.6 million for hunter safety programs and $10.8 million for fish restoration. □



CIRCLE READER SERVICE CARD NO. 87

names in the news

Joe Corrigan, Danly Machine Corporation, was in the hospital recently recuperating from brain surgery. He wrote NIRA to thank us for the tremendous volume of mail he received from members.

• • •

Ivan Damyanoff, Mgr. Group Markets, Air France, NIRA Associate Member, was recently injured in an auto accident in N.Y. He is now okay and back to work.

• • •

Arthur L. Chernov has been named Director of Sales of Loews Paradise Island Hotel and Villas. He was formerly with El San Juan/El Conquistador Hotel.

• • •

Greg Demko, formerly with Scovill Manufacturing Co., has been named Director of Employee Activities for the Department of the Interior. He holds a master of arts degree in recreation from Southern Connecticut State College.

• • •

E. Will Wilcoxson has been named National Sales Manager in Southern California for Norwegian Caribbean Lines, announces Bruce Nierenberg, Vice President, Marketing and Sales.

• • •



Howard Thornburg, (left) NIRA Intern, re-enlisted in the U.S. Navy Reserves recently. Howie is a Radarman and will drill once a month with an aircraft carrier division. Lt. Commander **Michael A. Fryer,** NIRA Executive Director, was the swearing in officer.

• • •

Mark Gross, Manager, Group Travel Department, America Express in Chicago, has been promoted to Operations Coordinator, Caribbean & Latin America for the same company. He will be based in Miami. Delegates who attended the recent NIRA Convention may remember Mark as the Travel Coordinator.

Select St. Pete for the convention or meeting that has everything.

Including a built-in vacation.

Where else could you find a better site for a convention — or a vacation — than the Nation's Sun Capital by Florida's Gulf of Mexico?

Convention facilities? You couldn't ask for anything more than the beautiful Bayfront Convention Center . . . with a theater seating 2,250, room for 8,250 in the TV-equipped arena, and 32,000 square feet of air conditioned exhibit space. And to go along with the 361 days of sunshine yearly, the 73.4° average winter high temperatures, the Deep-sea fishing, the Championship golf, the award winning restaurants, the Greyhound and Thoroughbred racing, the Jai Alai . . . and all the rest. Over 10,000 hotel rooms, including five new convention hotels! And most important: professional convention management provided by former Detroit Cobo Hall and Convention Arena Manager, Al Leggat.

For complete information, write or call Al Leggat, Administrator, Bayfront Center Complex, St. Petersburg, Fla. 33701, Ph. (813) 893-7251 or Phyllis Schell — Convention Manager, St. Pete Area Chamber of Commerce, P.O. Box 1371, Ph. (813) 821-4818.

The convention with the built-in vacation.
. . . especially important in today's economy!

ST. PETE ALL-AMERICA ★★CITY★★



Bayfront Center - Florida's Waterfront Entertainment Showcase

CIRCLE READER SERVICE CARD NO. 88

Leisure Travel Insurance— The Positive Approach

by Charles Lillycrop
General Sales Manager
Tour Insurance Agency International, Inc.

MORE and more people are taking to the air, sailing on cruises or touring by rail and motor coach, visiting new places and generally making the most of their recreational travel during vacation time.

As a result, the chance of falling sick or having an accident, which may require medical attention (even hospitalization) when away from home, increases, as does the chance that baggage or personal effects may be lost.

The wise ones spend the extra couple of dollars needed to insure against these risks and, while many will use the automatic machines or visit the manned booths available at most airports, others will make prior arrangements and visit their own insurance agents or travel agents when making tour arrangements.

Group travel does, of course, involve the same risks and individuals can still go about setting up insurance in the same manner. These days, however, organizers of recreational travel often take the initiative themselves, and offer travel insurance as a featured part of the tour, thus relieving participants of the need for doing it themselves. Many attractive and competitive plans are available and the group organizer is often presented with a bewildering selection to choose from.

TRAVEL insurance normally includes coverage for Accidental Death & Dismemberment, (often referred to as A.D.&D.), with benefits ranging from $5,000 to $50,000, plus, Accident Medical Expenses at approximately 10 percent of those figures in the majority of cases. Policies of this kind often offer, in addition, coverage for Hospital Sickness Expenses. These are usually around $20 per day, to a maximum of 60 days, per person. Many of these insurances offer a range in coverage from 1 to 180 days, with the premiums rated accordingly.

Insurance plans of the type just mentioned do, sometimes, offer protection against loss of baggage or personal effects, but this is invariably sold only when Travel Insurance is included. The market is highly competitive and your insurance agent will gladly supply rates and advice, on request.

RECREATIONAL Travel Insurance has to be presented and offered in a positive manner and group organizers will find no difficulty in making their point if they remember that people traveling away from home like to feel secure. Offering travel insurance as an additional feature will assist them greatly in doing so.

Normally, a detailed application form has to be filled in each case, for every individual or family concerned. The group organizer may be faced with the necessity of handling this chore himself and the additional time (and possibly overtime) required to staff the operation. When handling regular movements of large groups, it can also possibly need employing additional staff, solely for this purpose. This would particularly apply when the travel insurance offered is on a voluntary basis and not for all of those participating.

Many group organizers opt for the involuntary method (thus applying to all members of a group) and offer travel insurance as a positive feature, built in as a component of the overall tour. They realize that people are aware of the reason why the insurance has been included for them, and appreciate the thoughtfulness and motivation behind such a gesture.

Some clubs offering touring facilities, include travel insurance as either a voluntary or involuntary part of the membership fee. This is normally a policy for accidental death only, either restricted to the head of family or to all family members, depending on the membership structure.

It is normally year-round but restricted to travel, either by a common carrier (air, land or sea), in a private car (as driver or passenger) or, as a pedestrian. The insurance benefits vary considerably and the premium rates are scaled accordingly.

ONE insurance general agency based in Chicago, has the in

novative idea of offering travel insurance to groups only, on an involuntary basis, with virtually no form filling whatsoever. All the group organizer has to do is make out an extra copy of his final group list (manifest or rooming list) and submit it with his monthly premium report form together with a check to cover the premium collected. Each member of the group is supplied with an insurance certificate describing the policy and benefits, with a tear off portion that can be used for claims. This method reduces documentation to a minimum and the premium report should not require more than five minutes work each month, or after any month when travel has occurred. No extra staff is needed and no complicated form filling required.

LEISURE Travel Insurance is moving with the times and as trends change in travel, so they do in the insurance field. Apart from insurance against Accidental Death and Dismemberment, Medical Expenses and Lost Baggage, there has recently been a tremendous increase in the demand for insurance against **Air Fare cancellation.** This has been brought about by the increasing popularity of air charter travel (offered by both scheduled and supplementary air carriers) and the variety of attractively priced promotional fares now available. Air fare insurance usually covers any cancellation penalty involved (up to the insured amount) should a person miss the outward flight because of sickness or an accident. On the return trip it normally offers an economy one way ticket for a person failing to join the flight for one of the above legitimate reasons. Many chartered tours demand both an early deposit and final payment. Final payments are often required as much as 65 days before the final departure and demand heavy penalties for last minute cancellations as well as (in some cases) air fare increases should a required minimum not be reached on final departure. The expected advent of (OTC) One-Stop Charters will greatly increase traffic of this nature and the demand for this type of insurance is likely to be equally as great. Air Fare Insurance covers a range from $100 to $1,000 and the premiums, again, are varied and structured accordingly.

Travel insurance today has become a necessity rather than an unnecessary additional cost and, related to the overall package price, the premiums are very modestly rated in proportion to the coverage offered.

Remember, folks, while insurance may not be your bag, it is a wise man who insures his bag (and personal well-being) every time he travels. □

About the author . . .

Lillycrop is a 25-year veteran of the travel industry and a licensed insurance agent living in the Chicago area. Any queries relating to the article will be speedily acknowledged. Just contact NIRA headquarters.

The French Way in Paris

Group Land Programs as low as $125*

Program includes:

- 6 nights in a First Class hotel
- Continental breakfast
- Sightseeing
- All taxes & service.

For more information, circle Reader Service card or contact: Mr. Ivan Damyanoff Air France (212) 758-6300

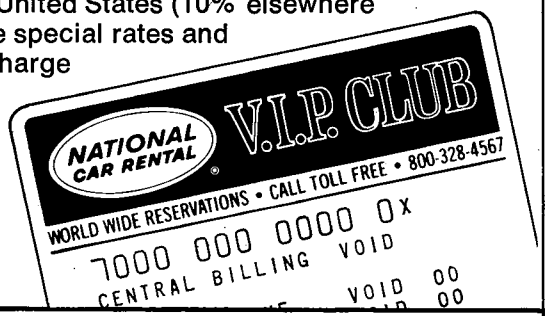
AIR FRANC

*From Nov. 21, 1975 to Mar. 31, 1976.

CIRCLE READER SERVICE CARD NO. 89

National Car Rental offers a 20% discount (10% internationally) to all the members of the National Industrial Recreation Association

Each member of your group may qualify for National Car Rental's V.I.P. Card that automatically entitles them to a whopping 20% car rental discount in the United States (10% elsewhere — except in Canada where special rates and terms apply). Plus V.I.P. charge privileges at National Car Rental Truck Rental & Leasing locations, Hilton Hotels, and Rodeway Inns. And don't forget — we offer S&H Green Stamps on U.S. rentals.



Send coupon to:
Wayne Herberger, Manager
Group & Convention Sales
National Car Rental System, Inc.
5501 Green Valley Drive
Minneapolis, Minnesota 55437

TILDEN Rent-a-car
europcar
NATIONAL CAR RENTAL



We feature General Motors cars

Clip the coupon below and return it to us for complete details. Your fellow Association members will thank you.

Please send me _____ V.I.P. Credit Card application forms.

Name_____

Title_____

Company_____

Address_____

City_____ State_____ Zip_____

Phone_____

NATIONAL CAR RENTAL — National Car Rental

CIRCLE READER SERVICE CARD NO. 90

Job Enrichment and Recreation: Working Together for Employee Satisfaction

By Robert Janson
Vice President
Roy W. Walters & Associates, Consultants to Management

JOB enrichment and industrial recreation have one primary goal in common: satisfied, productive employees. But the goal is pursued different ways.

The main difference is one of focus. While **industrial recreation management concentrates on providing employees with enjoyable, beneficial uses for their leisure time, job enrichment focuses on what happens when employees are actually working.**

Despite this difference, the two approaches are not in conflict, but are complementary. They both deal with areas of employee activity which affect the total quality of working life.

Motivation-Hygiene Theory

One of the leading theoreticians of job enrichment, Dr. Frederick Herzberg, proposed the "motivation-hygiene" theory. It states, in essence that the level of employees' satisfaction with the job situation is influenced by two different factors:

- **Motivation factors:** the interest of the work itself, chances for achievement, recognition, responsibility and personal growth.
- **Hygiene factors:** pay, insurance and other fringe benefits, job security, physical surroundings — and such recreational benefits as company bowling leagues, swimming pools and golf courses.

According to Dr. Herzberg, these two factors have two different effects on employee satisfaction.

If employees find the hygiene factors lacking, they become dissatisfied (so, the hygiene factors are sometimes called **"dissatisfiers"**). However, even if the hygiene factors are extremely good, they do not insure employee satisfaction. Only the motivation factors can do is on this basis, they are often called the **"satisfiers."**

A good deal of evidence, based on psychologists' studies and from the experience of corporations, indicates two further facts about the relationship of the "hygiene" and "motivation" factors. First, if jobs are lacking in motivating potential, employees tend to gripe more about the hygiene factors.

What is a Satisfying Job?

Behavioral scientists have mapped out the characteristics of a satisfying job:

1. **Skill Variety:** The worker has to use several of his skills or talents in performing his job.
2. **Task Identity:** The job must call for the completion of a whole, identifiable piece of work, from start to finish, with a tangible outcome.
3. **Task Significance:** Workers should be able to see how their product affects the work or activities of other people.
4. **Autonomy:** Workers must have considerable freedom and control in deciding how they will accomplish their work within the general controls and objectives set by management.
5. **Feedback:** Workers have to obtain information on how well they are doing their job. The feed back may come from supervisors, from users of the product, and — most effective of all — from the job itself.

When jobs lack these characteristics, management usually finds out quickly and clearly. Typical symptoms of badly designed jobs include high absenteeism and turnover, poor productivity, quality problems, chronic backlogs of work and an atmosphere of management by crisis at the supervisory level.

Second, boring, unchallenging jobs tend to interfere with an employee's ability to function off the job — including ability to enjoy recreation to the fullest. In extreme cases, frustrations centering on the job can lead to behavior that is destructive or dangerous to self and to others.

In short, recreation managers ought not to ignore the possibility of their working to make jobs as satisfying as possible. And, job enrichment provides management with proven, practical ways to:

—**Analyze existing jobs** to measure their potential for satisfying and motivating employees.

—**Redesign jobs** to maximize this potential.

But since these symptoms could be due to other causes — for example, technological factors — it is important not to jump into job enrichment without establishing what the job design is (a source of problems). Such firms as Walters & Associates does this with a comprehensive diagnostic study, which focuses on the design of jobs in terms of the criteria just mentioned. The firm probes into virtually every aspect of productivity and quality of working life within an organization. Its methods typically include briefings by management, written surveys of employees and personal interviews.

Job redesign, if called for, follows these "implementing concepts":

Task Combination: Separate but related tasks are combined in order to give the worker satisfaction in completing a whole job, not a small fragment. Instead of tightening the same bolt on an assembly line the worker would construct the entire product.

Natural Units of work: Work items are grouped by some logical method, not assigned at random. This gives the employee a clearly identified territory and an understandable relationship to the overall mission.

Client Identification: After the natural units of work are set up, the worker must understand who his "clients" are — the users of his product or service — and form a continuing relationship with them. The worker's sense of accountability has a human focus and the "clients" provide a source of feedback for the worker.

Feedback: Client relationship is one source of information about how an employee is performing. Immediate supervisors are another. It is also extremely important that the worker receive feedback from the job, so he or she may measure performance and correct errors.

Vertical Loading: Responsibility once reserved for higher levels is added to the job. The worker must understand that he or she has a say in the matters that concern his or her work. Vertical loading lets the worker develop a sense of autonomy — he or she knows that results are obtained by personal efforts.

Task Advancement: No job can be a dead end. The worker must see a clear path for advancement to higher areas of responsibility. Also the path must be well lighted with proficiency levels, so workers can measure their progress toward the next job level.

Individual versus Worker Teams

Job enrichment has often focused quite narrowly on individual jobs, and such an approach has been successful. Increasingly, however, the complexity of many work processes requires that the work of whole groups be enriched by creating of worker teams.

The job design has to be tailored to the needs of the company and its individual employees. What is important is to devise a good solution, rather than impose one simply because it worked somewhere else.

In my experience, one of the best ways to get a good solution is to involve supervisors down to the lowest practical level from the earliest possible time.

Although this article is basically an outline of fundamentals of job enrichment strategy differs from industrial recreation as well as some idea how the two complement each other in the total employee satisfaction picture.

In management theory, there's too much tendency to believe that one solution has to rule out another. My conviction is that in these troubled days management cannot overlook any way to make employees more productive and creative. Job enrichment and recreation can and must work together.

Retirement in 8 Easy lessons

Money Magazine, published by Time, Inc., recently featured a story on Scovill's excellent retirement program.

It seems Scovill Manufacturing Co., a NIRA member in Waterbury, Conn., and the United Auto Workers union jointly sponsor a pre-retirement program that has served as a model for other companies since 1964. Part of the responsibility for administration of the program comes under the auspices of **Fred Wilson, Mgr. Employee Services.**

Scovill invites older employees and their spouses to a series of eight, two-hour seminars dealing with health, money management, family and social life, housing, legal affairs and the use of leisure time.

The atmosphere is informal and employees are encouraged to discuss what's worrying them. Participants see films on the problems of retired life. Each employee is asked to keep a four-week record of expenses, then counselors help him plan spending to fit retirement income. Specialists talk on such subjects as nutrition and food prices, volunteer work, libraries, public housing and Social Security.

Few preretirement programs, the article explains, are quite so elaborate.

New report examines convention delegate spending trends

Expenditures by delegates to conventions in major U.S. cities increased 45% between 1966 and 1973 to nearly $50 per day, according to a recently released report by the U.S. Travel Data Center. The Consumer Price index increased 37% over the same period, says the survey.

The report, titled *1973 IACVB Convention Delegate Expenditure Survey: Analytical Report,* looks at type of convention, city size, price levels, length of stay, geographic region, and mode of transportation.

Generally, the Report concludes that highest levels of expenditure are associated with large cities, high city price levels, short stays, and air travel. It is important to note that the survey found that expeditures for "essentials" such as accommodations and meals increased 69% between 1966 and 1973 far more than for other items.

Reynolds Johnston Dies; was Rec Director at Monsanto



Reynolds Johnston, 46, Recreation Supervisor of the Monsanto Co., Pensacola, Fla., died suddenly of a heart attack recently on the company's golf course.

Johnston, a NIRA Board Member — Senior Director, Region IV, had worked for Monsanto almost 22 years. He began with the company in the engineering division, was subsequently named a Recreation Representative until being promoted to Recreation Supervisor.

During his lifetime, Mr. Johnston was active with the Boy Scouts and the Little League.

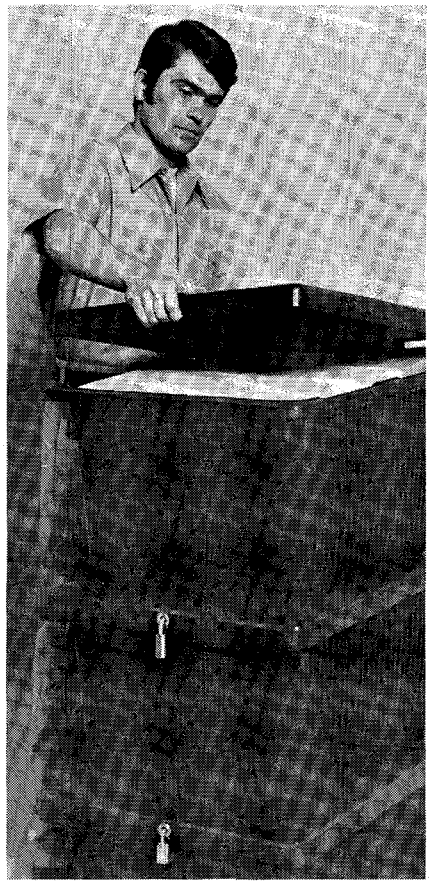
He is survived by his wife, Sue, and three children, Pam, Rocky and Russell.

new products

Sportshape booklet for women

A 16-page booklet on conditioning and instruction tips for women "Sportshape Tips for the Sports Minded Woman" covers 10 of the most widely-played sports by women. It includes basketball, bicycling, field hockey, golf, skiing, softball, tennis, track and volleyball. The booklet also contains suggested treatment for athletic-related injuries. It is free of charge.

CIRCLE READER SERVICE CARD NO. 91



Security containers

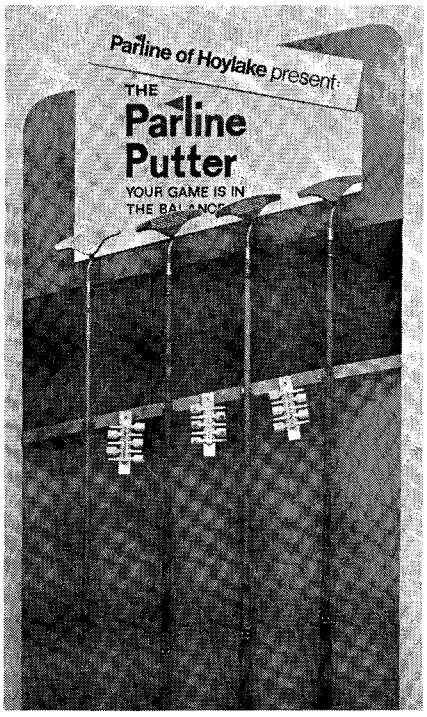
A tough, durable, economical and lightweight container/transporter has been introduced designed to overcome the problems of security. The box has a removable cover held securely by an inter-locking hinge when closed. The container nests when empty to conserve space, and stacks with covers on. Available in black, red, green, blue, yellow, white and grey.

CIRCLE READER SERVICE CARD NO. 92

Center-line shaft putter

An axially balanced, center-line shafter putter gives easier and more accurate putting through concentration of the weight at the blade center or "sweetspot." It is the first center-lined club that will keep the "sweetspot" of the blade in the correct position irrespective of the height of the golfer or his or her stance. All head components are cast in stainless steel for accuracy and resistance to corrosion.

CIRCLE READER SERVICE CARD NO. 93



'Do-it-yourself' sauna package

A unique "Do-It-Yourself" sauna package has been introduced designed to let the customer decide on sauna room size. The company provides easy-to-follow installation plans in a complete kit. Provided in the kit is everything: redwood paneling for the walls and ceiling cut to exact length; wall molding and trim; preassembled benches; prehung door and jamb; window and casing; sauna heater; rocks; temperature control; bucket; ladle; thermometer; nails, and all fixtures.

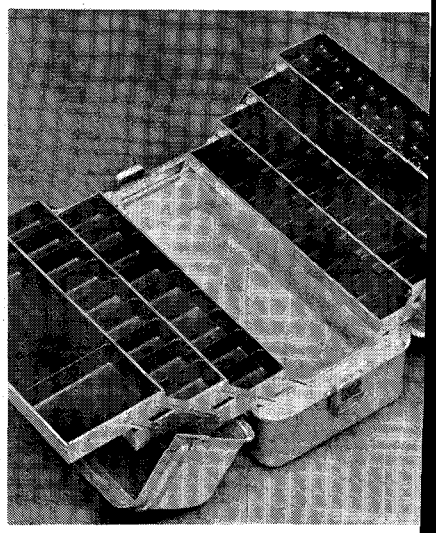
CIRCLE READER SERVICE CARD NO. 94



Table bowling alley

This complete bowling alley table features patented ball-pin-alley ratio. The table game is complete with removable pit, positive pin settings, 10 hardwood pins, two phenolic balls, score pads and instructions. The game is designed for realism and bowling scores on the table will compare to real bowling scores. The alley is built to last and has removable legs for easy storage.

CIRCLE READER SERVICE CARD NO. 95



Tackle box with large storage area

This rust-proof, embossed aluminum box totes all tackle most fishermen would ever use. It has seven trays and a total of 55 compartments, designed in a variety of configurations to accommodat

large and small plugs, spinning lure, plastic worms, hooks, sinkers and a variety of other fishing gear. A large top tray on one side of the hop-roof design box is ideal for holding odd size items. It weighs only six pounds.

CIRCLE READER SERVICE CARD NO. 96

Large area carpet shampooer

This shampooer is designed to cover 2,000 square feet of carpet per hour. The "dry foam" method carpet shampoo machine cleans a 28 inch swath on every pass — making possible a 50 percent reduction in labor costs compared with standard size dry foam machines. The large shampooer is easy to operate with self-propelled forward and reverse and all controls located near the handle.

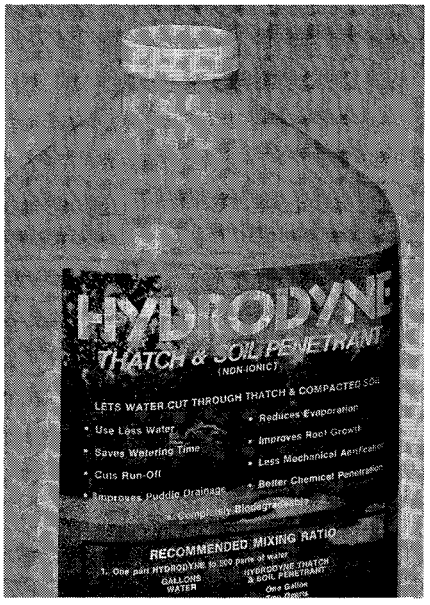
CIRCLE READER SERVICE CARD NO. 97



Space-Links mats

These mats with patented open-weave construction, allow dirt, water and slush to fall below the mats' surface — virtually eliminating the normal unsightly "tracking" into the main corridor. Regular maintenance of the mats consists of sweeping, rolling them, up, removing accumulated dirt and slush and rolling mats back into place — all in matter of minutes.

CIRCLE READER SERVICE CARD NO. 98



Water penetration for turf grass areas

This penetrant is a specialized non-ionic liquid formulation that hastens the downward vertical movement of water through thatch, heavily compacted soil and subsurface layers. It allows air, water and nutrients to penetrate deeper, developing stronger, deeper root growth and encouraging vigorous beautiful turf, shrubs and trees.

CIRCLE READER SERVICE CARD NO. 99

New styles in bowling apparel

A new catalog in 36 full-color pages, is just off the press, featuring 54 styles 30 of which are brand new in bowling apparel. It gives bowlers the latest and best in the development of the newest colors, fabrics, and patterns along with comfort in styling to make the bowler look and feel great and to keep up with the times.

CIRCLE READER SERVICE CARD NO. 100

Hand warmer muff

This new hand-warmer attaches to buttons on front of coat or through belt to stay in place for immediate action. It's ideal for hunters, ice fishermen, construction workers and outdoor sports spectators. When not in use, the lightweight, detachable hand warmer muff may be folded and carried in one's pocket.

CIRCLE READER SERVICE CARD NO. 101

Rent A Car in Vegas! FOR VOLKSWAGENS $1

FORD PINTOS $3.50 COMPACTS (Auto. Shift) $6

IMPALAS MUSTANGS $13 CADILLACS WAGONS $19

PER 24 HOURS PLUS MINIMUM MILES

BROOKS DOLLAR-A-DAY RENT A CAR

735-3344

For Reservations Call Toll Free

(800) 634-6721

FREE AIRPORT & HOTEL PICKUP

OPEN 24 HOURS

FOUR LOCATIONS

NEVADA'S LARGEST SINCE 1958

CIRCLE READER SERVICE CARD NO. 102

Manufacturers • Importers • Distributors

of

TOYS • INDUSTRIAL PREMIUMS • PARTY FAVORS • SPECIALTIES • BINGO EQUIPMENT & SUPPLIES

SHANKER INDUSTRIES INC.

Dave Shanker

1640 SUPERIOR AVENUE

CLEVELAND, OHIO 44114

(216) 241-3817

CIRCLE READER SERVICE CARD NO. 103

Railroading Groups

by Dennis Hamilton
Sales Representative
Amtrak International

"TRACKS are back!" That is one phrase used to describe the railroad passenger train revival that has occurred over the past few years.

Why are people returning to the trains? The answer is a very complex one, but briefly put, we find that many of today's Americans are basically "slowing down." People today are re-evaluating their lifestyles and are slowing their pace accordingly. Some people call it the "nostalgia craze," but I believe that it is something more substantial than just a "craze." No matter what you call it, though, thousands of people have rediscovered the pleasures of traveling by train.

Now where does the recreation manager bite into all this? The answer is **GROUPS!** Recreation managers are discovering that trains are not only economical, but they are a relaxing and enjoyable way to transport a group.

Group travel by train has many advantages. First, the group departs and arrives in one piece. There is no splitting of the group in any way. The group must travel entirely together.

Second, special meals can be arranged for the group.

Third, trains are a natural for getting people together. Trains have plenty of "room to roam." It is easier for people to walk around on a train than on any other mode of transportation, and so, a lot of socializing occurs right on board.

Lastly, traveling by train can be a new and unique experience for many people in the group. It is no great revelation that many people simply haven't had the occasion to ride a train in years. Many of these people will look forward to the train ride with as much anticipation as getting to your final destination. The old adage, "Half the fun of going someplace is how you get there" still applies today.

All group space requests may be made through your local railroad District Sales Office. Requests should be made at least three weeks prior to departure. Every effort will be made to fit the groups within the regular line space of the train, but if the group is of sufficient size, or if the group specifically asks for it, extra cars will be added to the train. A group can be guaranteed the exclusive occupancy of a coach, sleeping car, parlor car, etc. if some minimum requirements are met by the group. Amtrak, for example, entertains requests for special trains if extra equipment is available at the time of travel, and if excessive deadheading costs can be avoided.

So, aaa 'al aboard groups! □

ad index

Air France 39

Bahama Cruise Line..... 8
Beach Club Hotel 8
Benrus 4
Brooks Rent-A-Car 43

Eastern Audio..... 12
Eastern Steamship Lines 31

Forest Lakes..... Cover IV
Frontier Airlines..... 19

Hacienda Hotels 32
Hillerich & Bradsby..... 6
Holidair..... 17
Holiday Inns ..... Cover III
Holland River Lines..... 13
Home Lines..... 5
Hotel du Pont..... 10
Howard County Maryland..... 12

King Louie..... 15

Loews Hotels 3
Loyal Travel 7

MacLevy 14
Mark 10..... 10
Mexican National Tourist Council.... Cover II
Miyata 1

National Car Rental Systems Inc..... 39

Professional Services..... 27

Roa Films..... 31

Shaker Industries, Inc..... 43
St. Pete Bayfront 37

Vacation Ventures 11

Unitravel 16

Zambia National Tourist Bureau..... 36

Companies that work and play together stay together



at Holiday Inn Resorts

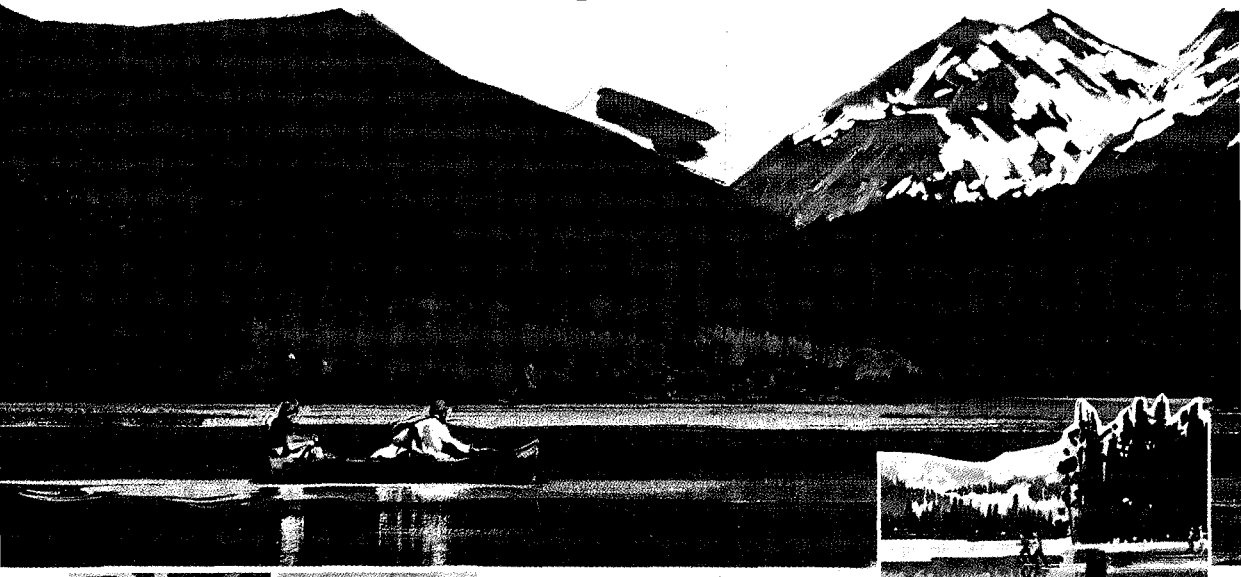
For detailed information on our Group Package programs, just call our Group Specialists: Atlanta (404) 451-7105, Boston (617) 742-7630, Oak Brook, Ill. (312) 325-1225, Dallas (214) 744-1578, Hollywood, Calif. (213) 469-2274, New York (212) 868-1080, Essington, Pa. (215) 521-1700, Southfield, Mich. (313) 355-1062, Toronto, Canada (416) 360-1980, Arlington, Va. (703) 527-3384, Memphis, Tenn. (901) 362-4921, Miami, Fla. (305) 531-3471.

Holiday Inn®

Bermuda Freeport Paradise Island Jamaica Aruba Curacao

Spring, Summer, Fall or Winter

Forest Lakes Durango, Colorado is the everything place







You and the employees in your organization can own your own mountain vacation retreat, and enjoy it year 'round at Forest Lakes Durango. Forest Lakes, in the most spectacular scenic mountain, lake and stream area of Colorado, offers everything for family fun.

The mountain views are spectacular, the lots are covered with tall pines . . . some with Aspen and blue spruce. Roads are maintained year around and there's also year around security and fire protection.

Forest Lakes has it all right on the property: A 22 acre lake stocked with mountain trout. Canoeing and sailing. Largest lake in S.W. Colorado just 7 miles from property. Riding trails.



Tennis courts. Ski slopes with lift on t property. Ice skating. Snowmobiling. lodge. Heated, enclosed swimming po Restaurant and lounge. Billiards. Su deer and elk hunting.

Forest Lakes, Durango offers the family unlimited recreation, fun and enjoyment. You can own a cabin site from just $3,995 with excellent terms available. Don't hesitate, this land represents a superb value.

For full details mail coupon today

All the above scenes are artists conceptions

OREST AKES



Forest Lakes Durango
Route 1, Box 30, Bayfield, Colorado 81122

Gentlemen: Please send me more information on Forest Lakes and cial offers for our employees.

Name _____

Address _____ City _____

State _____ Zip _____ Phone _____

OBTAIN HUD PROPERTY REPORT FROM DEVELOPER AND R BEFORE SIGNING ANYTHING. HUD NEITHER APPROVES THE OF THE OFFERING NOR THE VALUE, IF ANY, OF THE PROPER

This ad is to be considered invalid and void in those states where this subdivision has eith approved by the appropriate state agency or may not be sold without such approval havin obtained.

CIRCLE READER SERVICE CARD NO. 105

October 1975

recreation management

THE JOURNAL OF EMPLOYEE RECREATION HEALTH AND EDUCATION

IN THIS ISSUE

Employee Hobby Survey
Organizing a Hobby Show
Planning a Theatre Outing
Producing a Musical Comedy
Increasing Participation





HOBBY SHOWCASE

Conrad Hilton Hotel/Chicago, Ill.

Show Hours

Jan. 25 thru 28, 1976

Sunday Jan. 25th
8:30 AM to 6:30 PM
Monday Jan. 26th
8:30 AM to 6 PM
Tuesday Jan. 27th
8:30 AM to 5 PM
Wednesday Jan. 28th
9 AM to 5 PM

Special Instructions

Please complete all parts
1 Name and address
2 Buyer classification
3 Product interest

We must receive this form before Jan. 9, 1976. It will not be valid at the registration desk.

Children under 16 years of age not admitted

HIA 39th Trade Show/1976

Attach list of additional names.

Name	
Title	
Company	
Address	
City	State Zip

Check classification

1 ☐ HIAA Member Wholesaler
2 ☐ HIAA Member Retailer
3 ☐ Wholesaler
4 ☐ Retailer
5 ☐ Mail Order
6 ☐ Chain Store
7 ☐ Dept. Store
8 ☐ Premium
☐ Other_____
Describe

Please check products you are interested in

a ☐ Model Airplanes
b ☐ Car Racing
c ☐ Collectors Items
d ☐ Crafts & Arts
e ☐ Games
f ☐ Plastic Kits
g ☐ Radio Control
h ☐ Railroads
i ☐ Rockets
j ☐ Science
k ☐ Ship Models
l ☐ Stamps & Coins

Complete this form and return it to
Hobby Industry Association of America Inc.
200 Fifth Avenue, New York,
N.Y. 10010, No later than Jan. 9, 1976
Badge will be sent directly to you.

CIRCLE READER SERVICE CARD NO. 11

EXECUTIVE DIRECTOR
MICHAEL A. FRYER

PRESIDENT
MILES M. CARTER, CIRA
McLean Trucking Company
Winston-Salem, North Carolina

PRESIDENT-ELECT
WILLIAM B. DeCARLO, CIRA
Xerox Corporation
Rochester, New York

VICE-PRESIDENTS
HOWARD D. BUNCH
First National Bank of Denver
Denver, Colorado
MELVIN C. BYERS, CIRA
Owens-Illinois, Incorporated
Toledo, Ohio
ARTHUR L. CONRAD, CIRA
Flick-Reedy Corporation
Bensenville, Illinois
FRITZ J. MERRELL, CIRA
Olin Corporation
Pisgah Forest, North Carolina
RICHARD H. WILSMAN, CIRA
S. C. Johnson & Son, Incorporated
Racine, Wisconsin

IMMEDIATE PAST PRESIDENT
EDWARD M. BRUNO, CIRA
3M Company
St. Paul, Minnesota

TREASURER
JOHN W. MEYER, CIRA
Motorola, Incorporated
Schaumburg, Illinois

DIRECTORS
R. JOSE EMILIO AMORES
Prevision Social Grupo Industrial
Monterrey, N.L., Mexico
MARK ARMSTRONG
Xerox Corporation
Dallas, Texas
RICHARD BROWN
Texas Instruments, Incorporated
Dallas, Texas
ELIZABETH BURCHARD
Northwestern Bell Telephone Company
Omaha, Nebraska
IRT T. COMPTON
Eastman Kodak Company
Rochester, New York
ON CONTERNO
ratt & Whitney Aircraft Club
ast Hartford, Connecticut
OE CORRIGAN
anly Machine Corporation
hicago, Illinois
EORGE K. GRIGOR, CIRA
odak Canada, Limited
oronto, Ontario, Canada
EYNOLDS JOHNSTON
onsanto Company
ensacola, Florida
OHN LESLIE, CIRA
M Company
. Paul, Minnesota
OY L. McCLURE, CIRA
ockheed-Georgia Company
arietta, Georgia
AY MENDOZA, CIRA
onvair Recreation Association
n Diego, California
CK M. MIKETINAC
armin Paper Products
reen Bay, Wisconsin
UGENE MILLER, CIRA
chigan Bell Telephone Company
troit, Michigan
EORGE MULLEN
gidaire Employees Recreation
ssociation
yton, Ohio
HARLES J. PLACEK, JR.
otorola, Incorporated
ottsdale, Arizona
W. PORTER, CIRA
ytheon Company
dover, Massachusetts
SEPH R. SCALZO, CIRA
n Oil Company
edo, Ohio
SEPH C. SCHRANCK, CIRA
. du Pont de Nemours & Company
mington, Delaware
VE SHANKER
nker Industries, Incorporated
veland, Ohio
EPHEN D. WALTZ, CIRA
mmins Engine Company
umbus, Indiana

recreation management

Volume 18, Number 8

contents

10 Cover story: Employee hobby survey
Hobby Industry of America

16 Planning a company-sponsored dinner-theatre outing
by Roseanna M. Albini

20 Increasing participation
by Dale Prell

22 Directing employee events
by Donna Zink, Sheryl Huber, Eleanor Fairchild

27 Why not include recreational facilities at your office complex?
by Robert G. Dyment

departments

2 NIRA News
5 News in Brief
9 Associate Profiles
12 Company Profile
by Bob Benn
15 NIRA Services & Activities
19 NIRA Information Center
32 Travel Spotlight on Florida
36 New Products
39 Constructive Comments
by Anthony W. Kotz
40 Advertisers Index
40 Names in the News

PUBLISHER
Michael A. Fryer
EDITOR
Mary P. Morris
PUBLICATIONS ADVISORY BOARD

ROBERT L. BARBOUR
EDITOR-PRESIDENT
PR Publishing Co., Inc.
Meriden, N.H.

ARTHUR W. BLANKENBURG
A. Blankenburg Associates
Graphic Design
Schiller Park, Ill.

MICHAEL P. DINEEN
PUBLISHER
Country Beautiful Corp.
Waukesha, Wisc.

ARTHUR L. CONRAD
(CHAIRMAN)
VICE PRESIDENT,
Public Relations
Flick-Reedy Corp.
Bensenville, Ill.

MELVIN C. BYERS
CORPORATE COORDINATOR OF
PERSONNEL ACTIVITIES
Owens-Illinois, Inc.
Toledo, Ohio

JOHN McGEHEE
DIRECTOR OF PUBLIC RELATIONS
Kiwanis International
Chicago, Ill.

TOM REID
DIRECTOR OF PUBLIC AFFAIRS
Illinois Manufacturers Association
Chicago, Ill.

JAMES D. HESSMAN
NEWS EDITOR
Seapower Magazine
Washington, D.C.

Published monthly, except combined issues in December-January and May-June, by the National Industrial Recreation Association, 20 N. Wacker Drive, Chicago 60606. (312) 346-7575. Sixty days notice in writing with old and new zip codes is required for uninterrupted service in the case of address changes. Subscription rates are $5 annually or 50¢ per issue. Views expressed by contributors do not necessarily reflect the opinion of the association.
Controlled circulation postage paid at New Richmond, Wisconsin 54017. POSTMASTER: send form 3579 to 20 N. Wacker Drive, Chicago 60606.

nira news

NIRA participates in National Hobby Month

Members of NIRA have been invited by the Hobby Industry Association of America, sponsor of National Hobby Month, to participate in the national event during October, 1975. Dinah Shore, popular singer and television personality, is Chairperson.

The Hobby Industry of America, a non-profit New York based association of over 2,000 manufacturers, wholesalers, retailers, manufacturers' representatives, and publishers in the hobby field, has made arrangements for many groups to participate in the observance. They include industry, public libraries, schools and colleges, hospitals, service organizations, parks and recreation departments, military bases, museums, and youth and senior citizens groups.

Naturally, hobby retailers will be much involved. They will be receptive to suggestions from members of NIRA in setting up exhibits, dioramas, and group demonstrations. For more information, contact the Hobby Industry Association of America, Inc., 200 Fifth Avenue, New York, NY 10010 (phone: 212/927-4262).

Iberia announces low affinity group fares

Iberia Air lines announced recently that its peak affinity fares to Madrid, Malaga, or Las Palmas are $190 lower than its similar fares to Rome, $117 under Geneva or Frankfurt tickets, $100 less than fares to Paris or Amsterdam, and $83 below the price of a London flight. Although groups are not entitled to stop-overs en route to these cities, Iberia allows them two stops in Spain in addition to points of turnaround.

In conjunction with these bargain group fares, Iberia Airlines has available low-cost land packages especially designed for employee recreation group travel. For further information, consult your local yellow pages for Iberia's toll-free number or write to: Daniel S. Bustamante, Recreation Travel Department, Iberia Airlines of Spain, 97-77 Queens Blvd., Rego Park, NY 11374 (phone: 212/793-5000).

Budget/Western Hawaiian discounts

Budget Rent a Car and Western Airlines announced recently a cooperative Fall discount. Budget will rent a Vega or similar auto on Oahu for just $11.95 per day, no mileage charge, through December 19, 1975. Passengers simply show their Western tickets at the Budget counter in Honolulu and the rate is guaranteed. Budget's offices and cars are located in the Honolulu International Airport. Discount renters will also receive several free gifts, including free admissions to many of Hawaii's leading visitor centers.

Japan Air Lines offers free travel films

Japan Air Lines (JAL) has available a series of color films, free of charge to interested audiences. The seven newest travel films, described in a new film brochure, feature the culture, people, events, and places that make the Orient such a unique travel destination. Titles include "Faces of the Orient", "Japan — Season by Season," Discovering the Orient," "Kyoto, the Ancient Capital of Japan," and "The Inland Sea of Japan."

For the first time, JAL's film library also offers four films on cargo. Among them, "The New Breed" describes physical distribution management and "The World of JAL Cargo" features air cargo's role in world trade.

The sound films, ranging in length from 21 to 30 minutes, may be booked by any adult club or organization through JAL's national film distributor, Association-Sterling Films. Order forms and brochures are available through all JAL offices. For further information, call Association-Sterling directly at its regional film centers in LaGrange, Ill., Ridgefield, N.J., Hayward, Calif., Dallas; Los Angeles; and Toronto.

Hillerich & Bradsby opens new visitor center

Baseball fans and golf enthusiasts who tour Hillerich & Bradsby's Slugger Park Plant in Jeffersonville, Indiana, will find a new visitors' center dubbed, appropriately, "The Visitors' Clubhouse." The Clubhouse will serve as both a reception area and a museum for tourists.

The bat that Babe Ruth used to hit 21 home runs is included in the display. Legend has it that after each homer, The Babe carved a notch around the oval trademark until number 21 splintered the handle. The Louisville Slugger bat used by Hank Aaron to hit his 700th home run is also in the collection

A one-piece driver, manufactured around 1900 is just one of many antique golf clubs in the exhibit. Hillerich and Bradsby's collection of golf clubs dates back to the 1800's.

Public tours of the Power-Bilt golf club factory are conducted Monday through Friday at 9:55 a.m. and 1:5 p.m. Guided tours of the Louisvill Slugger bat plant begin Monda

through Friday at 10:30 a.m. and 2:30 p.m. The Slugger Park facility is located at 1525 Charlestown-New Albany Road, Jeffersonville, Indiana, just north of Louisville, Kentucky.

Six Flags expands in Texas, Florida

Six Flags, Inc., headquartered in Los Angeles, has acquired a new theme park in Houston and opened a new visitor attraction in Orlando, Florida.

The entertainment leader has assumed the management and operation of Houston's Astroworld theme park. Six Flags has entered into a twenty-year lease with the Astrodomain Corporation, owner of the property. Six Flags also has an option to renew the lease for an additional ten years. The lease includes approximately forty-five acres of undeveloped property surrounding the park.

Currently, Astroworld attracts over one million visitors annually. The park was opened in 1968 and was designed by the same architect who drew up plans for the Six Flags parks in Dallas/Ft. Worth, Atlanta, and St. Louis.

According to Ned. P. DeWitt, President of Six Flags, the company's long-term goal is to build Astroworld into a different, but complimentary, park to Six Flags. Immediate improvements will center around guest comfort. More rain and sun shelters, rest areas, and air conditioning spots will be built. Over the next two years, entertainment highlights for all age groups will be expanded. A children's ride featuring individually-controlled World War I-type fighter planes is scheduled for construction, along with the largest bumper car ride in the world. More thrill rides for teens are also on the way. For adults, there will be more frequent performances at the park's Crystal Palace as well as on-grounds acts and street entertainment.

In Orlando, Florida, just ten minutes from Walt Disney World, Six Flags has completed the $6 million Stars Hall of Fame. The 56,000 square foot building houses 200 life-size, life-like figures of the world's most famous entertainers, "on stage" in the most memorable scenes of their careers.

A sophisticated array of audio visual and special effects equipment is calculated to pull visitors through a roller-coaster of emotions. A multi-media presentation will take visitors through fifty years of entertainment history — from the early silent films to modern monster movies and television. Six Flags is betting that the "fantasy world of glitter and glamour" they have created will become a regular stop on the Florida vacation tour.

Open letter on Ohio open spaces

Danial Zieverink, Supervisor of Recreation for General Electric in Cincinnati, sends the following open letter to all residents of Ohio. Dan is the Industrial Representative for the Outdoor Recreation Green Belt Open Spaces Committee. The letter represents his views on an issue of interest to all recreation consumers and professionals in the state of Ohio.

continued on following page



CIRCLE READER SERVICE CARD NO. 12

Employee Activities Director:

HOWARD COUNTY MARYLAND

presents
Diversified Programs of Activity
and
Wide Choice of Accomodations

for

Week-end GROUP VACATIONS

via

AIR · AMTRAK · BUS

Write for Packet of

INFORMATION

Walter A. Henley

County Office Building
Ellicott City, Maryland 21043

CIRCLE READER SERVICE CARD NO. 13

Be sure to vote yourself, and encourage others to vote, for the Ohio Open Space Recreation issue on the ballot this November. When you vote for the passage of this issue, here are the things to keep in mind:

1. You will allow privately owned golf courses, recreation parks, hunting and fishing grounds, and ski resorts throughout the State of Ohio to get protection from being taxed out of business on the land portion of their facilities.

2. You will assure that open space recreation areas will be preserved to provide for nature balance, flood control, removal of dust and dirt from the air, supply of oxygen to the air, and reduction in the temperature of the air during the hot summer months.

3. You will keep recreational areas in close proximity to where people live.

4. It has been proved that where open recreation areas are in existence, the value of surrounding property increases. If the recreation area is put up for sale and later developed, it downgrades the value of surrounding property.

5. These areas provide opportunities for wholesome recreation for many Ohio residents which would otherwise be non-existent.

6. Open space recreation facilities do not require much from municipal services such as police and fire protection, trash removal, schools, maintenance and services, and other support needs required by congested area development.

7. Open space recreational facilities which require a great deal of land to support their operation such as parks, golf courses, camp grounds, sportsmen's clubs, and ski resorts are seasonal and cannot generate sufficient income to pay land taxes equivalent to surrounding property if they are located in a commercial, industrialized zone.

8. This legislation does not exempt nor reduce present taxes private recreational organizations are paying. What it provides for is giving relief from being taxed out of existence. It also provides that the legislation can control the administration of these taxes to achieve an equitable, fair balance.

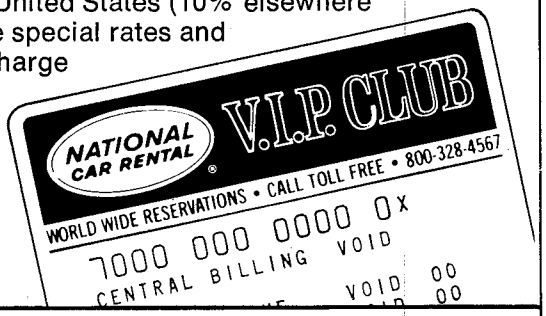
9. Provisions can also be made by the legislature for paying increased taxes on any profits made through sales of properties by enterprises included in the tax relief category.

Dan refers readers in search of further information on this issue to Nick Popa, Executive Secretary of the Outdoor Recreation Green Belt Open Spaces Committee at 50 West Broad St., Suite 2920, Columbus Ohio 43215 (phone: 614/221-7661.)

• • •

National Car Rental offers a 20% discount (10% internationally) to all the members of the National Industrial Recreation Association

Each member of your group may qualify for National Car Rental's V.I.P. Card that automatically entitles them to a whopping 20% car rental discount in the United States (10% elsewhere — except in Canada where special rates and terms apply). Plus V.I.P. charge privileges at National Car Rental Truck Rental & Leasing locations, Hilton Hotels, and Rodeway Inns. And don't forget — we offer S&H Green Stamps on U.S. rentals.



Send coupon to:
Wayne Herberger, Manager
Group & Convention Sales
National Car Rental System, Inc.
5501 Green Valley Drive
Minneapolis, Minnesota 55437

TILDEN Rent-a-car
europcar
NATIONAL CAR RENTAL



We feature General Motors cars

Clip the coupon below and return it to us for complete details. Your fellow Association members will thank you.

Please send me _____ V.I.P. Credit Card application forms.

Name_____

Title_____

Company_____

Address_____

City_____ State_____ Zip_____

Phone_____

NATIONAL CAR RENTAL National Car Rental

CIRCLE READER SERVICE CARD NO. 14

news in brief

Second chance to earn MBA degree

Florida Atlantic University at Boca Raton offers a Masters of Business Administration (MBA) degree program designed for busy working executives. At Florida Atlantic, 50 miles north of Miami, working business people can earn the MBA degree by spending only five weeks on campus during each year of study. Students combine vacation time and company leave time to meet the required 500 hours of total classroom contact.

The fully accredited program offers four study options:

(1) Five weeks on campus every summer for three years;
(2) Five weeks on campus every fall for three years;
(3) Split sessions — three weeks in summer, two weeks in fall;
(4) Split sessions — Two weeks in summer, three weeks in fall;

Now in its fifth year, this MBA program has graduated men and women ranging in age from 25 to 55 years.

The curriculum covers twelve courses, five credits each, including the required Masters Thesis. The core courses cover accounting, finance, marketing, management, operations research, and quantitive sciences. Most graduates feel that the program is marketing-oriented.

All classes are held in a new building complex for the College of Business and Public Administration. Students are housed in facilities near the university and may bring their spouses along for the weeks of campus attendance. The library, classrooms, computer center, and dining facilities are all within walking distance.

Candidates for admission must have a baccalaureate degree average of 3.0/4.0 or B, a minimum score of 450 on the Admission Test for Graduate Study in Business (ATGSB), and administrative potential as evidenced by mature management experience. The next class will begin study on November 17, 1975, with another scheduled to begin June 28, 1976.

For more information, write directly to: Dr. Thomas F. Stroh, Professor of Marketing, Florida Atlantic University, Boca Raton, Florida 33432.

Conservation Awards nominations due

Nominations are due on or before November 15, 1975 for the 1976 American Motors Conservation Awards, according to the Wildlife Management Institute. The Conservation Awards program, originated by AMC in 1953, honors individuals and non-profit organizations for outstanding efforts in natural resource conservation.

Twenty $500 individual awards will be presented. Ten will go to professional conservationists and ten to nonprofessionals. Additional awards of $500 will go to national and local organizations.

Nominations or requests for further information should be forwarded to: American Moters Conservation Awards Committee, 14250 Plymouth Road, Detroit. Michigan 48232.

Free loan films available to clubs

Modern Talking Picture Service recently published a new brochure of

continued on following page

the Challenge of Change!

OFFICIAL NIRA CASSETTE PROGRAM ANNUAL CONVENTION, KINGSTON, JAMAICA

The following are live recordings from the convention. Cassettes are available at $5.95 each. With every order of 12 cassettes, you will receive a FREE 12 cassette storage case, plus a 10% discount.

- ☐ 1a OPPORTUNITIES FOR EXPANDED RELATIONSHIPS BETWEEN INDUSTRY & THE ACADEMIC COMMUNITY
- ☐ 1b OPPORTUNITIES — PART TWO
- ☐ 4 A NEW LOOK AT OSHA AS THE STATES TAKE OVER ADMINISTRATION OF THE ACT
- ☐ 5 MEASURING RECREATION'S EFFECT ON PRODUCTIVITY
- ☐ 7 WORKSHOP ON PROGRAM IDEAS
- ☐ 8 DEVELOPMENT OF A COMPREHENSIVE EMPLOYEE-EMPLOYER COMMUNICATION PROGRAM
- ☐ 9 HOW TO START AN IN-HOUSE TRAVEL DESK/WHAT IS ITC,GIT,OTC,FIT, Etc. TRAVEL
- ☑ 10 DEVELOPMENT & INSTALLATION OF FITNESS TRAINING CENTERS
- ☐ 11 EMPLOYEE SERVICES ON THE MOVE — THERE ARE BROADER HORIZONS AHEAD
- ☐ 12 MANAGING YOUR BOARD OF DIRECTORS EFFECTIVELY
- ☐ 16 PROGRAM IDEA EXCHANGE SEMINAR
- ☐ 18 CHARLES J. PILLOID — "EMPLOYER OF THE YEAR" ACCEPTANCE SPEECH
- ☐ 19 COMMUNICATIONS CREATE MORE SALES (FOR SUPPLIERS TO NIRA MARKET)

Direct all orders and payments to:

NIRA CASSETTES
c/o EASTERN AUDIO ASSOCIATES, INC.
150 WASHINGTON BOULEVARD,
LAUREL, MD. 20810

CIRCLE READER SERVICE CARD NO. 15

Manufacturers • Importers • Distributors

of

TOYS • INDUSTRIAL PREMIUMS • PARTY FAVORS • SPECIALTIES • BINGO EQUIPMENT & SUPPLIES

SHANKER INDUSTRIES INC.

Dave Shanker
1640 SUPERIOR AVENUE
CLEVELAND, OHIO 44114
(216) 241-3817

CIRCLE READER SERVICE CARD NO. 16

Rent A Car in Vegas!
FOR VOLKSWAGENS $1
FORD PINTOS $3.50 COMPACTS (Auto. Shift) $6
IMPALAS MUSTANGS $13 CADILLACS WAGONS $19
PER 24 HOURS PLUS MINIMUM MILES
BROOKS
735•3344
For Reservations Call Toll Free
(800) 634-6721
FREE AIRPORT & HOTEL PICKUP
OPEN 24 HOURS
FOUR LOCATIONS
NEVADA'S LARGEST SINCE 1958
READER SERVICE CARD NO. 17

free-loan 16mm motion pictures available to interested clubs. The films are sponsored by business firms, trade associations, government units, and other organizations.

The sound films vary from 8 to 38 minutes in length; most are in color.

The brochure includes films on travel and sports, America's problems and challenges, and topics of general interest. Some of the titles include "Ski Tips", with helpful hints for skiers; "Memories" and "Umpiring", taken from Joe Garagiola's baseball pre-game show; "Faces of Freedom", contrasting the challenges of life in early America with the lifestyles of today; and "Without Warning", describing the dangers of high blood pressure.

For a free copy of the brochure, write: Modern Talking Picture Service, 2323 New Hyde Park Road, New Hyde Park, New York 11040.

Bowling interest rising among American teens

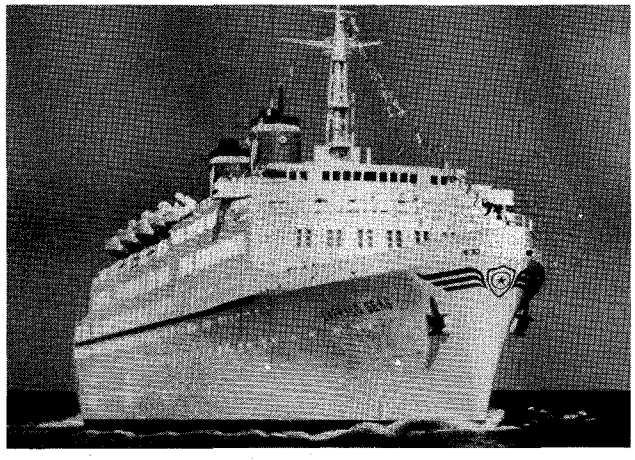
More than half of the nation's 25,200,000 twelve- to seventeen-year olds bowl, according to a survey conducted for the National Bowling Council by Louis Harris and Associates.

The survey showed that 54% (13,500,000) of these young men and women have bowled at least once in the last twelve months. This is a 21% increase over a similar Harris poll taken in 1971. The recent survey also indicated that there are now 65 million active bowlers nationwide.

The findings were compiled under the sponsorship of the National Bowling Council's Statistical Information Project. The National Bowling Council is a non-profit service and educational organization for the sport.

☆ ☆ ☆

The Modern Magnificent Convention Cruise pleaser!



SS EMERALD SEAS Registry Panama

Bahama/Caribbean Cruises from Florida with your choice of itineraries 3-4-7 nights or longer.
Groups from 15 to 1,000.
All at special rates.

EASTERN STEAMSHIP LINES INC. General Sales Agents and Operators
P.O. Box 010882 • Miami, Florida 33101
or call toll free Florida 800-432-9552 — Ala., Ga., La., Miss., N.C., S.C., Tenn., Ark., Del., D.C., Ind., Ky., Md., Ohio, Va., W.Va., Ill., Mo., N.J., Okla., Pa., Conn., Iowa, Mass., Mich., N.Y., R.I., Tex., 800-327-0271. All other states 800-327-0201

Please send, without obligation, your Meeting Planner's Kit.
Approx. Number of Persons in the Group.....
Approx. Date of Meeting.....
Name.....
Title.....
Organization.....
Address.....
City.....State.....Zip.....

CIRCLE READER SERVICE CARD NO. 18

Would you believe Benrus could make you a hero?



Believe!

Benrus makes great watches. Been doing its thing for fifty years, establishing an outstanding reputation for quality and value.

Now Benrus has developed an exciting program that gives employees more buying power for their bucks. (A refreshing turnabout in today's economy).

It's specially designed to work through NIRA members. The basic program can be easily modified to fit your company's policies and practices. Best of all, Benrus provides all the materials and means to implement the program. Practically runs by itself.

The benefits are many: substantial savings for your employees; new revenue to maintain and expand recreation activities; greater opportunities to build employee morale and motivation.

Many of America's major companies have already enjoyed startling success with the Benrus program. And, the new 1975 edition is even bigger and better.

For full details, contact Murray Weiss, Corporate Director of Personnel and Industrial Relations, at 800-243-1318. In Connecticut, call 1-431-1224.

Go ahead. Become a hero!

CIRCLE READER SERVICE CARD NO. 19

NIRA'S 1975 DUPLICATE BRIDGE TOURNAMENT
LOOK AT THESE PRIZES

National Prizes:*



1st PLACE
A JAMAICAN VACATION

The National Champions (one pair) will receive a one week paid vacation to sunny Jamaica. The trip consists of round trip transportation for two via **Air Jamaica** from an **Air Jamaica** gateway, and one week hotel accomodations on an E. P. basis at a luxurious hotel in Jamaica. Jamaica offers a kaleidoscope of activities and entertainment to the top bridge players in this year's National Tournament. Whether relaxing on the beaches, playing golf or tennis, or patronizing some of the night spots, this is one prize which will be a memorable one.

2nd PLACE — One pair will **each** receive a $50.00 U.S. Savings Bond

3rd PLACE — One pair will **each** receive a $25.00 U.S. Savings Bond

4th PLACE — One pair will **each** receive a $25.00 U.S. Savings Bond

Regional Prizes:*



18 — 1st PLACE PRIZES

Each Regional Champion will receive a beautiful silver ingot, a product of **The Hamilton Mint** of **Arlington Heights, Illinois.** These very attractive silver ingots have the NIRA logo scribed on one side and bicentennial commemoration scribed on the other side. Retail value $20.00.

***ALL PRIZES ARE NON-TRANSFERABLE**

CIRCLE READER SERVICE CARD NO. 20

Opryland U.S.A. aims for all-American entertainment

From the spirited sounds of live music as they strike up the bands in ten exciting musical shows to the screams of passengers riding the Wabash Cannonball, Opryland U.S.A. is alive with fresh, all-American entertainment for visitors of all ages. The popular musical theme park is located just 9 miles from downtown Nashville.

Billed as the "Home of American Music," Opryland offers a musical potpourri to please Americans from coast to coast. Five distinct music areas, all designed in period Americana, are the settings for ten live music shows that run continuously in the park. The shows offer every kind of musical production, from a full-fledged Broadway-style history of American music to a line-up of country music greats performing in the Opry House as "Guest Stars of the Day." All shows, except the Grand Ole Opry, are covered by the single admission price.

Country music fans may hear two of Roy Acuff's Smoky Mountain Boys playing in the plaza while over in the Theater-by-the-Lake, families attend a giant musical birthday party for the 50th anniversary of the Opry. A dixieland jazz band plays the best of Scott Joplin and Louis Armstrong and, over in the rock theatre, a young woman belts out songs with the help of a sequined, star-spangled, amplified rock band.

Between shows, visitors enjoy some of the fourteen popular rides at Opryland, including the Wabash Cannonball, a flume, sky ride, antique carousel, and a kiddie ride area. Menus in 19 specialty restaurants offer everything from buttermilk biscuits to chilled shrimp Arnaud Garni. For shoppers, there are 24 shops in the villages and a crafts corner with Tennessee artisans making hand-tooled leather items, pottery, and wood carvings.

Opryland's natural beauty and plentiful young talent has recently been discovered by major television producers. This year, visitors to Opryland watched such stars as Flip Wilson, Mike Douglas, Jim Stafford, Sandy Duncan, and Dennis Weaver tape network television shows on location in the park.

Opryland is open 10 a.m. to 10 p.m. daily through September 1. September 6 through October 26, the park is open on weekends only, Saturday 10 a.m. to 7 p.m., Sunday 10 a.m. to 6 p.m. Admission price is $6.50 for adults, $5.00 for children from 5 to 11, and free for tots under 5. More than 100 motels and hotels in the Nashville area accommodate many of Opryland's visitors. □

CIRCLE READER SERVICE CARD NO. 9

El Conquistador creates luxury and excitement

In 1960, Lou Puro vacationed in San Juan, Puerto Rico and came back with El San Juan Hotel. Five years later, he traveled some 40 miles from San Juan to a picturesque stretch of the northeastern coast and came back from that vacation with the El Conquistador Hotel.

"Visual Excitement" is Puro's term for the site where he set out to create "the greatest hotel in the world." He has spent millions of dollars fashioning a blend of sports facilities, dining rooms, fresh and salt-water pools, luxury rooms, and a spa into an exciting, luxurious resort.

The Hotel occupies a 380-acre hilltop paradise with panoramas of both the Atlantic Ocean and the Caribbean Sea. Puro was fascinated by the jewel-like setting when he discovered El Conquistador, then a modest little establishment with 96 rooms and a tennis court, ten years ago. To the north, are the fishing village of Las Croabas and the Atlantic. The Virgin Islands are visible to the east. To the west rise the rolling mountains, rain forest, and coastal plains of Puerto Rico. The town of Fajardo and the Caribbean Sea lie to the south.

Remodeled and greatly expanded, El Conquistador now offers 388 rooms and five tennis courts. More than 100 golf tournaments, including the American Airlines Classic, have been held on the Hotel's course. Horseback riders enjoy the resort's Western-style stables, while gamblers live adventurously in the glamorous casino. The complete center also boasts, five restaurants, six bars and a night club as well as a marina. A double car and two funiculars travel from the hilltop hotel to many of the facilities located nearer the water.

Because of its total resort environment, El Conquistador is prized for business meetings. Its seven meeting rooms, featuring the latest in audio/visual equipment, accommodate 50 to 100 people. Its Casals Hall holds 850 people, theatre-style, and up to 600 for banquets.

Consistent with Puro's total resort philosophy, entertainment at El Conquistador is consistently big-name. Explains Puro:

"I believe strongly that guests should be offered a variety of top-notch entertainment, rooms in different, luxurious styles, stimulating dining facilities, the most beautiful casinos in the world — all within the most striking settings we can create." □

CIRCLE READER SERVICE CARD NO. 10

Employee Hobby Survey

The National Hobby Month originator surveys employees' hobby/craft interests and needs

IN its recent poll of company employees who are creative hobbiests, the Hobby Industry of America discovered that 76% listed their favorite forms of recreation as crafts, model building, and collecting hobbies. Of those queried, 66% cited creativity as the motivation for pursuing their hobbies. Many followed two or three do-it-yourself hobbies, combining, for example, coin collecting with woodworking or model-building with ham radio operation.

The survey asked "What does your hobby provide most: (1) mental relaxation and enjoyment; (2) satisfaction with the finished product; or (3) something to talk about with others." One-half of those answering cited mental relaxation and enjoyment as their primary reward. Another 45% said satisfaction with their finished products was the most important result.

First HIA survey of its kind

This first-time survey was researched and reported by **Jane Goldsmith,** Communications Manager for the Hobby Industry of America. The HIA, with headquarters in New York City, is a 35-year-old non-profit association which sponsors National Hobby Month every October. Hobby Month activities emphasize hobby shows and exhibitions, how-to classes in crafts and model building, displays of hobby books, and special contests. Participants nationwide include business and industry, public libraries, schools, hospitals, parks departments, and community centers.

Three companies sampled

"Our purposes for making a hobby study," explained Ms. Goldsmith, "were to learn which hobbies are popular, what motivates participants, how important hobbies are in the employee's relation to his or her work and company, and whether hobbies enter into an employee's retirement plans."

Questionaires were distributed through personnel and recreation managers to male and female employees at Union Camp Corporation's paper mill in Wayne, New Jersey, Bell Laboratories in northern New Jersey, and Grumman Aerospace Corporation on Long Island, New York. Bell Labs and Grumman have employee hobby clubs (see "Company Profile"). All three companies sponsor annual hobby shows. Among the randomly-chosen employees, 63% were over 35 years of age. Women made up 42% of the sample group. All three companies were located outside major metropolitan centers.

Favorite Crafts and Hobbies

Employees listed needlecraft and sewing more than any other area as their favorite hobbies. Model railroading and wood-related crafts ranked a solid second in interest:

Category	Percentage of Employees
Needlecrafts & Sewing	37%
Model Railroading	24%
Decoupage, Woodworking, Furniture Refurbishing, Clock Restoring	24%
Model Planes & Plastic Kits	19%
Ceramics, Jewelry-making, Christmas Ornaments, Candle-making	16%
Painting	16%
Scientific Kits, including Ham Radios	5%
Stamp & Coin Collecting	5%

Family and Friends join in

The vast majority of employees surveyed enjoyed their hobbies with their families and fellow workers. Of the total, 71% said that members of their families participated in one or more of their hobbies. Fully half said they worked on their hobbies during lunch breaks. Several respondents said their club would meet at lunch if a room were provided by the company.

Hobbies and Retirement

Hobbies are a lifetime interest for most of the employees surveyed. Nearly 90% of the people surveyed indicated that they planned to continue their hobbies after retirement. Interestingly, over one-fourth said they would use their hobbies for profit after retirement. An additional 11% were already considering using their hobbies for fun *and* profit.

Creativity is the motivator

Subjects were asked, "What means most: (1) using your creative talents on your hobby; (2) having the time set aside each day or week to work on a hobby; or (3) meeting fellow workers with a similar hobby." Use of creative talents was the primary motivation for 66% of those surveyed. Another 21% most enjoyed having a special hobby time set aside periodically.

Hobby crafts as gifts

A hand-made gift shows special concern for the recipient. More than half of the employee-hobbiests said they sometimes or frequently have their own hand-made hobbycrafts as gifts. Significantly, 11% said they always do so. A model railroader from Bell Labs said he gave models as gifts to nephews. A secretary from Union Camp said: "Mostly everything I make I give away as gifts. I like to give home-made gifts as presents instead of store-bought items."

Hobby news readers

When it comes to reading about hobbies, a substantial 89% of the survey group said they read articles in magazines and books on specific hobbies — an important point for industrial editors to remember. Would they like to teach a hobby to others? Over half said they already were passing along their hobbycraft expertise to others.

A designer of switching systems at Bell wrote he was adult advisor to an Explorer Scout post for model railroading. A secretary from Union Camp, whose hobbies are astrology, crocheting, plastercrafts, and candle-making, commented: "I usually wind up teaching one of my hobbies to a friend and then we have a lot of fun doing them together."

Hobby shows and clubs

Half of those questioned participate in their companies' hobby shows. Several model railroaders pointed out that space limitations at their company prevented railroad shows, since layouts of the model tracks demand considerable room. Beside company shows, 18% of the respondents said they participate in hobby shows outside their companies. Nearly one-third belong to hobby clubs outside their companies. Many employees welcome company-sanctioned hobby clubs. Wrote one employee: "Meeting people in our clubs has encouraged better cooperation throughout the company. This is the most impressive observation I have noticed since becoming a club member."

Helen Eidberger, Executive Secretary-Treasurer of the 312 Bell Lab Clubs, located in New Jersey and eight other states, has noted, "Hobby clubs within a company make better, happier employees. Employees with similar interests, such as model railroading or flying, form lasting friendships . . ."

THE HOBBY INDUSTRY OF AMERICA PROMOTES ACHIEVEMENT

For more information about hobbies and employee interests, contact Jane Goldsmith at the Hobby Industry Association of America, Inc., 200 Fifth Ave., New York, NY 10010 (phone 212/924-4262). □

GOLF

FLORIDA'S GREAT TOURS

$85.50* Per person double occupancy

4 DAYS—3 NIGHTS

That's the golf package at the Holiday Inns in Orlando. Six great locations.

Includes greens fees, carts, and a variety of new challenges on three PGA Championship courses. **Orange Tree:** bordered by orange trees and tall pines. **Rosemont:** most beautiful 6,578 yards, par 72, in Central Florida. **Poinciana:** by Devlin/Von Hagge, site of Florida PGA Open.

You'll enjoy a spacious room, a square breakfast every morning, superb dinner every night, and old-fashioned friendly service.

Call or write:
(305) 849-6280
Holiday Inns of Orlando
4045 South Orange Blossom Trail
Orlando, Florida 32805

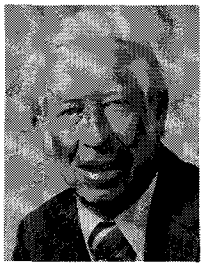
*Rates subject to change.



CIRCLE READER SERVICE CARD NO. 21

Hobby Show an annual success at Grumman Aerospace

by Robert J. Benn



Bob Benn

EMPLOYEE crafts and hobbies have been serious business for years at Grumman Aerospace Corporation, Bethpage, New York. Our annual Athletic Association Hobby Show, a week-long competition open to all employees and retirees, is equally anticipated by entrants and observers.

Entries have grown so numerous and varied over the years that we have had to settle on more than 20 categories. They include:

Ceramics
Coin Collections
Stamp Collections
Miscellaneous Collections
Crocheting
Embroidery
General
Gunsmith
Knitting
Leather Work
Metal Work
Model Planes: Flying, Scale
Model Planes: Flying, non-scale, Original design
Model Planes: Non-flying, Scale
Model Planes: Non-flying, Non-scale, Original Design
Model Railroads
Needle Work
Sewing
Ship Models: Scale
Ship Models: Original design
Wood Carving
Wood Work

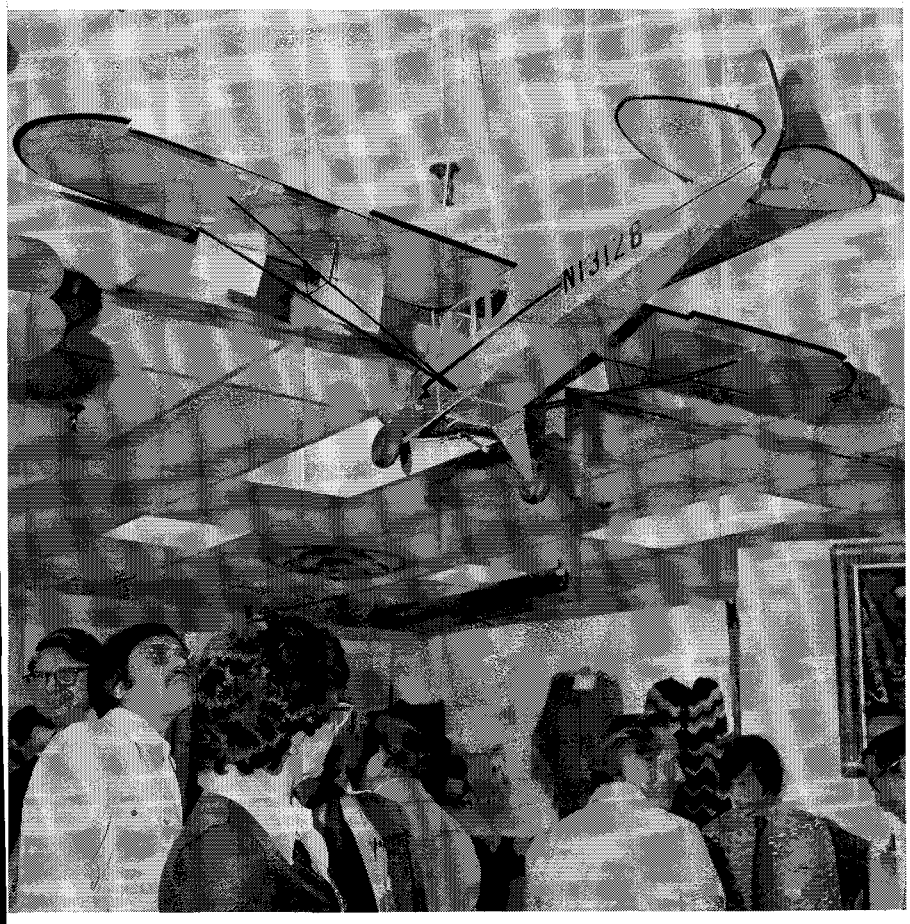
We accept no more than two entries in any one category from each participant, with a maximum of six in all categories from any one individual. Coin exhibits are limited to one display case. All entries must have been completed during the past year.

Publicity for the show is initiated by the company newspaper about three months in advance. This is to alert potential entrants and to arouse interest among all employees. The event is so well-known throughout the Corporation, however, that most employees are already looking forward to the show before official publicity has been released. A more detailed description of the show is publicized about one month prior to its opening. At this time, we list the categories, show times, and entry rules. In addition to our use of the newspaper, we distribute posters throughout the company to reinforce the same information.

We designate two volunteers to accept entries on the Monday, Tuesday, and Wednesday of Hobby Show week. For proper record keeping and security, we ask each entrant to fill out an entry blank, listing his or her name, identity numbers, telephone extension, and date of entry. On the entry form, we also note an entry number, the value of the item, and its description. The entrant must also complete an exhibit card for each entry, showing his or her name, entry number, identification numbers, extension and category. This card is attached to the entry and removed only when the entry is returned to its owner. With this information, we can keep careful track of each entry and make sure that it is returned — perhaps with a prize — to its owner. Each exhibitor is also asked whether his or her entry may be displayed at outlying plants, if it should win a prize.

As the entries arrive, they are arranged in a special display room. On Wednesday night, after the 6:30 p.m. deadline for entries, the Show display is arranged. We carefully display entries by category, on portable

continued on page 14



Left, Grumman employees visit the Corporation's annual Hobby Show. Below, Hobby display room holds a variety of employee handicrafts.



4x6-foot peg boards. The boards are framed two feet above the floor and have hinges enabling us to join several to create a wall-like effect. We also drape folding tables for those exhibits which cannot be hung for display.

We reserve Thursday morning of Hobby Show week for the judging. We use judges who are experts in the categories they judge. For the most part, the judges are Grumman employees. We will ask the foreman of the wood shop, for instance, to examine the wood carving and wood working categories. Someone from the model shop will judge the model categories, while the presidents of the stamp and coin clubs will appraise those collections. At times, we will ask a former winner to act as a judge of his or her specialty. There is no monetary compensation for our judges. We take them to lunch following the judging and discuss the Show. The panel has many valuable suggestions on how the show can be improved.

The Athletic Association awards three prizes in each Hobby category. The winning entries are marked with the appropriate ribbons and cards. The only restriction we place on winning is that no one may win more than one prize in any category. At the conclusion of the award selection, the judges choose the Grand Prize winner. The award for this "best of the show" entry is a $100 U.S. Savings Bond.

The Hobby Show officially opens at noon on Thursday, immediately after the judging is completed. Doors to the display room remain open during the lunch hours on Thursday and Friday, and from 4:00 p.m. to 7:00 p.m. on each of those days. We also open the show on both Saturday and Sunday from 4:00 p.m. to 7:00 p.m. Guests are welcomed to view the show during the afternoon hours.

As the Hobby Show opens, my office contacts all the winners and asks that they be present at the Awards Presentation at noon on Friday. As winners are notified, their names are typed on a list for printing in booklet form by our reproduction area. The cover for this booklet, prepared in advance, is supplied to reproduction for assembly before the awards presentation.

We usually invite a corporate officer to make these award presentations. In the past, we have had the Chairman of the Board, Presidents of our various divisions, the Treasurer of the Corporation, or one of our Vice-Presidents officiate at the presentation. Last year, we were fortunate to have the President of Grumman Aerospace, our largest division, on hand for the honors. Involving the officers in our Hobby Show helps keep them aware of our program and gives employees a chance to meet management.

The Show is staffed at all time by two people. At the conclusion of the Show here, we dismantle the displays. The winning entries, with their owners' permission, are shipped to our outlying plants for their own Hobby Shows. □

Bob Benn received a B.S. in Business Administration from Hofstra University in 1940. He played several varsity sports while a student and joined the Physical Education Department upon graduation. He left Hofstra a year later to join Grumman. After a three-year enlistment in the Coast Guard, he returned to Grumman and accepted the Recreation Director's post in 1946. Benn is a past President of the Long Island Industrial Recreation Association, a past Board member of NIRA, and remains active in the Association.

professional services directory

Kotz and Schneider — LAND AND RECREATION PLANNING AND DESIGN

ONE MONY PLAZA • SYRACUSE, NEW YORK 13202 • 315/475-4157

CIRCLE READER SERVICE CARD NO. 22

recreational planning · programming · design · consultation

Hugh G. Goldsmith & Associates, Inc.

CIRCLE READER SERVICE CARD NO. 23

dlh DeHART, LANDS & HALL planning/analysis group

512 LYON BUILDING SEATTLE WA. 98104 (206) 622-1080 631 LYON BUILDING SEATTLE WA. 98104 (206) 682-1925

tpa services — ARCHITECTURE ENGINEERING PLANNING

Feasibility Studies - Design - Construction Supervision - State, Regional and Community Parks and Recreational Facilities

CIRCLE READER SERVICE CARD NO. 24

100 BROADWAY, NORTH HAVEN, CONNECTICUT 06473 TEL. (203) 239-5671

SERVICES & ACTIVITIES

Purpose

The National Industrial Recreation Association assists in developing employee recreation as a benefit to business, industry, organizations, units of government and the community. It promotes the concept of industrial recreation as a means of improving relations between the employees themselves and between employees and management, and strives to upgrade the caliber of its members' recreation programs, to form new programs and to keep members abreast of all developments in the field.

Services and Activities

RECREATION MANAGEMENT — Published 10 times a year. A stimulating, useful, how-to-do-it professional journal. Contains new ideas, new concepts, new ways to make industrial recreation programs more successful.

Program Manuals and Information Center — Manuals prepared for members by NIRA staff present practical step-by-step procedures for developing special activities to fit within a company's recreation program.

Periodicals — In addition to Recreation Management, published are two newsletters; the Keynotes, a monthly publication, and the Informer, articles for the Certified Industrial Recreation Administrator.

Consultation Service — NIRA Advisory Committee and staff plus past Presidents of NIRA and Association members are available for consultation or speaking engagements.

National and Regional Contests — Eight are conducted annually to stimulate participation in employee programs. The amateur events are mostly postal and can be conducted at the member location or near-by.

Membership Directory — A listing of recreation directors, personnel managers, Associate Members and NIRA's "Who's Who" in Certified Administrators in Industrial Recreation. Published annually and includes telephone numbers and addresses.

Free Clerical Services — Provided by NIRA for intra-membership communication.

Awards — Given annually for outstanding member leadership and achievement in areas of recreation administration and programming; for outstanding overall programs and for specific activities. NIRA also presents special top management honors.

Conferences & Workshops — A National and one Regional Annual Conference and Exhibit are open to all NIRA members where educational sessions and seminars are conducted. Regional workshops are also conducted for educational purposes near a member's location.

Certification Program — NIRA certifies industrial recreation administrators after they successfully complete the Certified Industrial Recreation Administrator requirements. This includes induction into the "Who's Who In Industrial Recreation" records.

Merchandise Discounts — Many consumer products and services are available to members and their employees at substantial savings as high as 60 percent off retail price, primarily from Associate Members, Exhibitors and Advertisers.

Employment Services — Special assistance offered members in finding jobs and to organizations in finding personnel. Recruiting and Search Service offers search screening and referral of candidates for recreational positions.

Intern program. Upper Level and graduate students with recreation majors are referred by headquarters to conduct and/or assist with your program development on a full or parttime basis. All students are approved by NIRA. There is no charge for the service.

Research Foundation, Reports — NIRA and the Educational Foundation develop and collect information on the latest trends, methods and techniques of employee recreation and report findings to members. Surveys conducted by NIRA and NIRREF cover all phases of employee recreational activities. The studies enable our members to evaluate their programs and to keep informed of trends.

Types of Membership

Organization — Available to business, industry and governmental organizations or the employee recreation associations and their employees who are interested in the development and maintenance of employee recreation facilities and/or programs.

Associate — Available to companies, trade associations and other organizations which operate nationally and are interested in distributing programs and services to employee recreation programs.

Industrial Recreation Council — Open to areas having organized councils or associations comprised of business, industry or government.

Allied — Available to NIRA Organization Member's recreation program, Elected Officers, Board Members and to Recreation program Coordinators or volunteers at branch locations of NIRA members.

Individual — Available to individuals interested in Association activities and objectives who are not connected with a business, industry or governmental organization or an employee association.

College/University — Available to institutions interested in Employee Recreation and by virtue of membership shall entitle students enrolled in their school to receive a reduced student membership fee.

Student — Available to students majoring or minoring in recreation or allied fields at a college or university where such training is offered. □

Planning a company-sponsored dinner — theatre outing

by Roseanna M. Albini
Public Affairs Division
Continental Bank

DINNER at eight and tickets on the aisle needn't be as expensive a package as it may sound, especially as part of a company-sponsored outing for a large group of employees.

An elegant evening on the town takes quite a bit of planning, but the more than 1,300 employees of Chicago's Continental Bank who attended the bank's annual dinner-theater outing earlier this year can attest that the three months coordinator Brenda Russell spent organizing the event were well worth it.

There's no step-by-step blueprint you can follow to prepare for such an event. Brenda often found herself juggling several plans at once to make sure every detail was covered. Your own plans will depend on the size of your city and of your company, but to help you get an idea of what's involved, this is how Brenda organized the bank's outing.

1. Selecting a location

Working with a committee of four from the Bank Club, the group through which many of the bank's employee activities are coordinated and subsidized, Brenda began in February to prepare for the outing, tentatively scheduled for the latter half of May. The committee made lists of restaurants, theaters or dinner-theater houses all over the Chicago area, keeping open the possibility of dinner in one location and a play at another.



Brenda Russell

To narrow down the list, committee members phoned the ticket-office managers of various establishments, asking questions that would eliminate unsuitable locations. What's playing there in May? How many people can the theater seat? Do you have restaurant and bar facilities? What is the approximate cost of the dinner-theater package? How large a deposit is necessary?

"We also asked whether they gave discounts to groups," Brenda said. "But we soon found that we were better off shopping for a good program and a fair package price, because sizable discounts are really hard to find."

They quickly pared the long list down to size. In some cases, the price of dinner and the theater — even if it was part of a group package — was prohibitive. In others, the theater was inconveniently located for a week-night outing. And sometimes, the play was of no interest.

"One theater was playing 'My Fair Lady,'" Brenda recalled, "which was exactly the type of light fare we knew would please everybody. But there are so few people who haven't already seen some version of the play that we rejected it."

The committee finally narrowed the list to two comparable-priced dinner-theater houses. Since no one on the committee was familiar with either play, they checked reviews in out-of-town newspapers and national magazines and decided on "Under Papa's Picture," a comedy starring Eve Arden.

2. Estimating the attendance

Brenda found that estimating the number of people who would attend the outing also helped rule out several places — theaters that simply didn't have the seating capacity to accommodate the 1,000 plus people she expected. Because it has been an annual bank event for the past five years, it was relatively easy for Brenda to judge the probable size of the crowd — the 1,300 who attended represented slightly more than 15 per cent of Continental's Chicago employees.

"But, if you've never planned a big, company-wide outing like this, gauging the attendance could be a problem," Brenda said. "A good approach might be to buy a large block of tickets (with an understanding from the theater that you can return any unsold tickets by a certain time) and then sell them to your employees on a first-come, first-served basis until the supply is exhausted. Or based on the capacity of the theater you're most interested in, hold a general sign-up and let the theater know about six weeks in advance approximately how many tickets you want. You won't need an exact head count until three weeks before curtain, when box office sales really begin."

3. Making theater plans

Once they had chosen a theater, Brenda and her committee began planning the details, visiting the theater's box office manager in mid-March to set up the arrangements.

They selected the performance dates in May they preferred for the outing — a Thursday and Friday evening, plus a Sunday matinee for the bank's night-force employees — but were prepared with alternate dates. Based on the dinner-theater package price for the estimated number of playgoers, a 10 per cent deposit for each date was paid. The balance of the total price would be due three weeks before curtain.

"Be sure to get details on refunds, too," Brenda stressed. "We found we could get a full refund on only 10 per cent of the tickets we couldn't sell, no matter when we turned them in. And, be sure to check parking availability for those who will drive their own cars, and also the theater's washroom and checkroom facilities."

4. Making dinner plans

Committee members then met with the playhouse's caterer, who showed them typical dinner menus. When they saw the selections, however, nothing appealed to them, so they began to bargain for substitutions. They chose fruit salad instead of soup, and for the entree, they agreed to pay an extra $1.50 per plate for prime rib.

"Most places serve the same entree to everyone, banquet-style," Brenda said. "It eliminates a lot of confusion and saves time so you can catch the curtain."

Several days after the meeting in which the menu was determined, the details of the arrangements were confirmed in writing by the caterer. Brenda had only to notify him three days before the outing of the exact number of meals she would need on each evening.

The 10 per cent deposit paid to the ticket manager also covered the dinner. When the balance was paid in full, a second written confirmation became their "meal ticket," which Brenda had to present as proof of payment to the head waiter each evening before dinner was served. Dinner seating was unreserved, because, as Brenda said, "you just open up the doors and let people pick their tables."

5. Transportation

Brenda turned to the matter of transportation for the two evening events (buses usually are not provided for the Sunday outing). About three weeks before the performance, she notified a bus company the bank had dealt with previously that she would need buses on two dates in May. The manager told her how many people each bus seated. Two days before the event, when she had a precise count of the people who needed transportation, she told him how many buses she wanted.

She also inquired about the price per bus and whether he would grant a discount on the price for a large group. When she arranged for return transportation, she contracted for enough buses to insure that at least one would be going to each downtown rapid-transit line and commuter station to make connections as easy as possible. Another bus would return to the bank for those who had left their cars there, and at least three other buses would be all-stops, to handle any overflow. Brenda even made arrangements with the Chicago Police Department to have extra officers placed at strategic corners near the bank to help unsnarl any traffic tie-ups that might result when the buses joined the evening rush hour.

6. Publicity

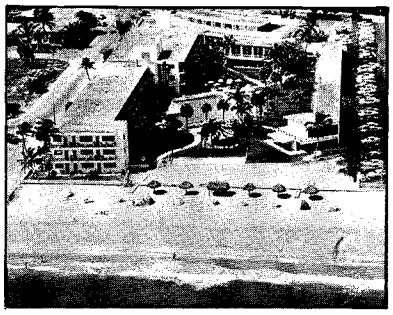
While this work was being done, Brenda began "inviting" bank members to the outing — letting them know about the event through the bank's internal communications. For this, she sought the assistance of the bank's public affairs division. Posters were produced and displayed on employee bulletin boards and tent-style information cards were placed on every cafeteria table. An announcement of the outing appeared in the employee newspaper and in a monthly calendar of employee activities, followed by reminders in subsequent issues.

"The amount of publicity you need depends on the size of your company — as well as on what your budget can afford," Brenda explained. "If you must limit yourself, choose the communication that most people refer to first. In some companies, it's the newspaper; in others, it's the company bulletin board.

continued on following page

FORT LAUDERDALE, FLORIDA

THE beach club HOTEL



Special Industrial Rates

Catering to individual, couple and family vacationers.

Please write for information.

Jack Lindeman
3100 North Ocean Boulevard
Ft. Lauderdale, Florida 33308
Area Code 305 - 564-8502

Our Own Private Beach

CIRCLE READER SERVICE CARD NO. 25

MARK 10 LTD.

It's you give them superb travel at new low prices.

Check out these great land-package rates:

Las Vegas
(3 days, 2 nights) . . . from $43.00*

Disney World
(4 days, 3 nights) . . . from $78.00*

East Africa
16 days . . from NYC $1,399.00*

Special Group Rates
(*per person, double occupancy)

Send for complete details on these or other destinations – including lowest available air-fare rates or call (312) 440-1990

NIRA ASSOCIATE MEMBER

MARK 10 LTD.
919 No. Michigan Avenue
Chicago, Illinois 60611

CIRCLE READER SERVICE CARD NO. 26

Planning Outing continued

"In any case, the most important promotional piece you'll need is the ticket order card," she emphasized. "It should contain both the specics of the outing — date, time, place, name of the play — and the information that you need to make the final arrangements."

The bank's ticket order card carried all the details employees needed to know. In addition, on the lower half of the card, they were asked to fill in information to complete the reservation, including their first and second choices of preferred evenings, whether they needed bus transportation and, of course, their names, work locations and telephone numbers.

To make it easier to process the ticket orders, a detachable name and location slip that could be taped to a return envelope was included at the bottom of the card. Employees wishing to be seated together used separate order cards but sent their requests — along with their personal checks — to Brenda in a single inter-office envelope under one person's name.

7. Handling ticket orders

Ticket order cards were made available at bulletin board locations throughout the bank for two weeks following the initial announcements. Almost as soon as applications were available, requests began to flood Brenda's desk. As they arrived, Brenda sorted through the orders and obtained missing information and solved problems on the phone.

She numbered the orders consecutively to assure that "first-come" were indeed "first-served" with the evening they preferred. Delivery of the tickets had been promised for at least one week in advance, so that's when Brenda and her committee organized their after-work "assembly line" for quick efficient processing of the more than 1,300 applications. Each committee member in the line handled a different aspect of the process — inserting theater and dinner confirmation tickets into an inter-office envelope; keeping track of how many needed bus transportation; and filing the request cards in alphabetical order to eliminate the problems that could arise if someone lost his or her tickets.

There is little to do on the actual evenings of the performances or the matinee, Brenda found. She and several of her committee members attended each time, to make sure everything ran smoothly. Coat checks and information stations were staffed by the committee to help direct people to the dining room and theater, to handle lost ticket crises and to check employee identification cards at the door. During dinner, Brenda herself emceed a raffle in which $600 worth of certificates to a Chicago department store were given away, using stubs from the dinner tickets for the drawing.

"The raffle is optional," Brenda said, "but because it always is one of the highlights of the evening, we budgeted a little extra especially so we could hold the drawing."

That brings up the obvious question: how much did it cost to put on the dinner-theater outing?

8. The budget

Brenda's budget came from the bank's employee relations division, through the Bank Club, and every expense was paid from it: dinner, theater tickets, bus transportation and the incidental expenses that were incurred by committee members while they were organizing the event.

The package price for the Thursday and Sunday outings was $8.75; Friday's price was $9.75 (neither including the extra $1.50 per plate prime rib charge, for which they were billed separately). The special price offered to employees through the bank this year was — as it has been in the past — $3 per person.

"The $8.75 package price was very reasonable, since we had discovered that $9 to $12 was a good average," Brenda explained. "Even if the bank hadn't been able to absorb as much of the expense as it did, the price still would have been within almost everyone's reach. The main idea is to have a good time out on the town — and we did." □

NIRA INFORMATION CENTER

Publications Available from National Industrial Recreation Association.

☐ $3.00

Industrial Recreation Bibliography
A new annotated bibliography of all materials related to industrial recreation just completed by Robert W. Schoott, and Douglas M. Crapo, PhD. The collection Consists of over 470 entries each accompanied by a short description. Information is categorized according to subject into 11 chapters. $2. plus $1. postage & handling.

☐ $4.00

Standard Sports Areas
Dimensions and specifications of more than 70 types of sports arenas, pools, courts, fields, etc., for industrial, school, private, military and public recreation leaders. $3. plus $1. postage & handling.

☐ $4.00

How to Organize and Manage Tournaments
Everything you need to know about tournaments from organization to publicity, with 4 to 36 team leagues, eliminations to finals, 36 pages. $3. plus $1. postage & handling.

☐ $3.00

The Untapped Potential: Industrial Recreation
Illustrated booklet based on a talk given by Frank Flick, president of Flick-Reedy Corp, the NIRA "Employer of the Year." Innovative recreation programs sponsored by such firms as Goodyear, Timken, Kodak, Xerox, and, of course, Flick-Reedy are illustrated. $2. plus $1. postage & handling.

☐ $5./1 yr.

☐ $8./2 yrs. Include $1.00 additional per year for Canadian & Foreign subscriptions. U.S. dollars please

☐ $10/3 yrs.

Recreation Management
Monthly professional journal, editorially directed to industrial recreation directors, leaders, program coordinators and company executives. Only publication of its kind in U.S. Features research, finance and program ideas, educational material and articles detailing social, physical, cultural and service programs and activities in business and industry. Published 10 times per year. Subscriptions: $5./year; $8./2 years, $10./3 years. Members receive subscription as well as CIRA Informer, THE KEYNOTER and THE PRESIDENTS QUARTERLY with membership dues.

OFFICIAL NIRA CASSETTE PROGRAM ANNUAL CONVENTION, KINGSTON, JAMAICA

owing are live recordings from vention. Cassettes are availa- 5.95 each. With every order of ettes, you will receive a FREE ette storage case, plus a 10% t.

ORTUNITIES FOR EXPANDED RELATIONSHIPS ETWEEN INDUSTRY & THE ACADEMIC COM- UNITY
ORTUNITIES — PART TWO

- ☐ 4 A NEW LOOK AT OSHA AS THE STATES TAKE OVER ADMINISTRATION OF THE ACT
- ☐ 5 MEASURING RECREATION'S EFFECT ON PRODUCTIVITY
- ☐ 7 WORKSHOP ON PROGRAM IDEAS
- ☐ 8 DEVELOPMENT OF A COMPREHENSIVE EMPLOYEE-EMPLOYER COMMUNICATION PROGRAM
- ☐ 9 HOW TO START AN IN-HOUSE TRAVEL DESK/WHAT IS ITC,GIT,OTC,FIT, Etc. TRAVEL
- ☐ 10 DEVELOPMENT & INSTALLATION OF FITNESS TRAINING CENTERS
- ☐ 11 EMPLOYEE SERVICES ON THE MOVE — THERE ARE BROADER HORIZONS AHEAD
- ☐ 12 MANAGING YOUR BOARD OF DIRECTORS EFFECTIVELY
- ☐ 16 PROGRAM IDEA EXCHANGE SEMINAR
- ☐ 18 CHARLES J. PILLOID — "EMPLOYER OF THE YEAR" ACCEPTANCE SPEECH
- ☐ 19 COMMUNICATIONS CREATE MORE SALES (FOR SUPPLIERS TO NIRA MARKET)

NIRA Information Center
20 North Wacker Dr.
Chicago, Ill. 60606

ATTENTION INFORMATION CENTER
Please send me the publications I have checked.

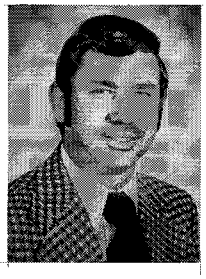
I have enclosed $ _____ (check or money order)

Name _____
Organization _____
Address _____
City, State, Zip _____

Increasing participation:

How to catch employee interest — and keep it

by Dale Prell
Recreation Manager
Oscar Mayer and Company



Dale Prell

SPEEDING down the snow-covered slopes of Devil's Head, Rib Mountain, or Powderhorn, canoeing down the Sugar River, and bike riding on the scenic trails of Southern Wisconsin are just some of the activities Oscar Mayer's newest club provides for its members. Formed last October, the "Hotdoggers" ski club now boasts close to 100 members and provides year-round activities for the whole family. It started out with a few employees coming to the recreation office and asking for help in getting a ski club organized.

An interest survey determined that we had a number of skiers who were eager to form a club. The first step was to hold an organizational meeting to get ideas on how to proceed and to find out how many people were really interested in working to make the club go. From this meeting a committee of five employees was chosen to work with me in guiding the club through its infant stages. Monthly meetings were held for the members to vote on policies and procedures drawn up by the committee. Six months after the initial meeting, the Hotdoggers' constitution was approved and officers were elected. The club is now managed and funded almost entirely by employees, with the company contributing funds on a request basis for special outings.

The Ski Club is typical of the type of programs being formed at Oscar Mayer & Company's Madison, Wisconsin facility. The 4,000 employees have about 25 clubs and activities from which to choose, with more being planned for the future. Participation is increasing in all activities and clubs and more employees are getting involved in their operation.

Support of Management

Top management support is vital to the success of any recreation program. If employee recreation is not a part of the company's philosophy, financial support will not come and it will be very difficult to maintain a good program.

"Support" does not necessarily translate as "acceptance." All ideas, however, should be considered and evaluated, which is what we do at Oscar Mayer. We regard recreation as a "people" program, an expression of the company's concern for it's employees' well-being. Evidence of this is that the recreation program has not been cut back during poor economic periods; as a matter of fact, it has expanded. This kind of support has helped us establish a solid base on which to build an effective program.

Flexible Programming

As professionals in the business of employee recreation, we must use our judgment to determine what clubs or activities would benefit the most employees. If new programs aren't tried and current programs aren't changed from time to time, the overall program tends to stagnate and participation decreases. A good example of this is our intra-plant basketball tournament.

When the tournament idea originated six years ago, participation was good. There were 16 teams playing in the tournament and both the office and plant were well represented. However, participation declined after a few years and it became difficult to get the teams to participate in a 16-bracket tournament. The problem was that the same team was winning and the enthusiasm of the other players was diminishing.

After examining the problem, came up with the idea of putting the stronger teams in one division and the other teams in a separate division, with separate tournament for each. Last year there were 2 basketball teams participating in the tournaments. An unexpected benefit from the change was that ou women employees got interested i

the program. Today, we have a women's tournament that operates in conjunction with the men's tournament. Because of the change in the program, employee participation increased by over 75%.

Let Employees Run It

The employees should administer their programs with coordination from the recreation department. The programs, after all, are *for* the employees and input from them is essential. The main objective of the recreation guidelines established by Oscar Mayer is to encourage employees to participate and assist in the organization and administration of leisure-time activities. If our employees have an interest in forming a club, all they have to do is contact the recreation office. We will consider sponsoring any new recreation program depending on degree of interest, the availability of facilities, and the company's cost per participant.

Our employees are involved and they enjoy it because they make the program a success. Our ski club, bowling leagues, golf leagues, trapshooting club, bowling tournament, and golf outings are all organized and administered by employees. Employees file reports to the recreation office and we help them promote their programs, but they do most of the work and receive recognition for their accomplishments in the forms of newspaper articles, letters of appreciation, pictures on bulletin boards, and special awards.

Effective Communication

Some programs aren't successful. They don't succeed for two reasons: 1) employees don't hear about them, or if they do, 2) they don't interest the employees. Effective communication is essential.

1. Message — This may sound elementary, but we make sure posters and flyers are concise, complete, and eye-catching. Once employees see the message, they can comprehend what is being said and interpret it correctly. Once the initial message is received, any additional information is conveyed either by correspondence directly to participants, by face-to-face conversation, or by phone.

2. Method — The three expressive forms are speaking, writing, and acting. The corresponding receptive modes are listening, reading, and observing. The more methods that are used, the more effective communication will be. We use a number of communicative tools:

Bulletin Boards — Located in strategic parts of the plant and office, they are used to post notices of meetings, results of current activities, and publicity of new programs.

Flyers — Sent to individual departments to insure all employees are aware of new programs.

Recreation Brochure — Available to new and current employees, it provides a brief summary of what leisure programs are available.

Newsletter — Sent periodically to emplyees' homes; contains information about leisure-time activities.

Union Local — Makes information available at steward and general meetings.

Organizational Meetings — Allow for direct contact with employees to determine whether they are serious in forming a club.

Word of Mouth — Effective if communicated by the right people. Misinformation is easily spread using this method.

If we have been effective in getting the message to our employees, the third element, feedback, will reveal results.

3. Feedback — Dialog is what makes things happen. Feedback lets you know how things are going. Without it, you cannot evaluate your programs and plan effectively.

At our annual children's Christmas party, it was a tradition to give away bicycles to children up to age 18. Feedback received from employees indicated that bikes were not the best gifts because of the time of year they were received and the fact that most children have bicycles. Feedback also revealed an attitude that older children should not be eligible to win prizes; the program is, after all, for the younger children. Last Christmas, we lowered the prize-eligibility age for children to 12. Instead of giving bicycles, we gave gifts in the $10 to $15 range and gave out three times as many at each drawing. The program was a great success because feedback indicated it was time to break with tradition.

The pay-off

Our programs are successful because we know our employees' wants and needs. We get them involved so they know it is their program. Strong leadership is exerted initially, but as each program grows and develops, we fade into the background and let the employees become active in its administration. This has paid off for us in a sound and active program that is growing. □

Dale Prell graduated from the University of Wisconsin, LaCrosse, with a B.A. in Recreation. He went on for graduate studies in Recreation management at Southern Illinois University at Carbondale. He spent four years in the Air Force as a Special Services Supervisor before joining Oscar Mayer. Dale is a member of Sigma Lambda Sigma, national honorary recreation fraternity.

Directing employee choral, social, and theatrical events

Employees enjoy developing their own social and musical productions. Three organizers from Eli Lilly tell how careful planning can make them work.

Chorus is high note for spring, Christmas



by Donna Zink
Chairman, Lilly Chorus

THE Lilly Chorus didn't emerge full-blown from someone's head. It started with about a dozen people who liked to sing meeting after work one evening in one of the company's employee activity rooms.

The idea for forming a company chorus had first been approved by our Employee Activities department, which publicized it on all company bulletin boards in Indianapolis. Employee Activities officials promised to provide funding if the group could find a choral director and more interested singers. Using the first 12 people as a core, each person started out to recruit other employees and their spouses for the group. Twenty people attended the second meeting of the group and the Lilly Chorus was born. Those present elected a Chairman, Vice-Chairman, Secretary, Treasurer, Wardrobe Chairman, and a Music Librarian.

There was just one hitch: no one in the group was qualified to be the choral director. A new search was begun. As a result of a notice posted on the company bulletin boards, two people applied for the position. Following interviews with the Chairman and the Vice-Chairman, a director was selected from the two candidates. The chorus then set out, with the director's guidance, to find an accompanist. This was accomplished by means of another bulletin board notice. (Our director and accompanist are paid through our chorus budget. They are the only paid employees of the chorus.) The director chose some four-part sheet music for the group to start on. The expense incurred for our sheet music is covered in our budget.

The chorus members began singing for their own enjoyment and later decided they would participate in the company's annual variety show held each Spring. This gave them a performance goal. They decided to meet once a week in a room furnished by the company immediately after work. The company also furnished a piano for rehersal and performance accompaniment.

Members decided they would like some matching outfits to wear when they performed and collected a $5.00 wardrobe fee per member. The remainder of the funding for costumes came from the Employee Activities department. The girls bought patterns and the material and made their dresses (or had them made). The men bought jackets, slacks, and shirts to match.

Following success in the company variety show, the chorus decided to perform outside the company, at

retirement centers and orphanages. Within two years the Lilly Chorus became very well known. The chorus had so many offers to perform it had to start scheduling all public appearances. Once in a while it even had to turn down some offers.

Our biggest and busiest time of the year is during the Christmas season. The chorus performs at retirement centers, orphanages, and other organizations as well as before fellow employees in the cafeteria, providing entertainment the last day of work when many employees bring their families and friends in to visit the company. Our Christmas program included:

It's Christmas Once Again
Have Yourself a Merry Little Christmas
Sleigh Ride
Trio: The Twelve Days After Christmas
Quartet: Go Tell It On the Mountain
Pablo
Men: Winter Song
Carol of Christmas (medley)
Hallelujah Chorus

After several years, our chorus had grown to 30 people. At that time we decided we would like to put on a little variety show of our own. This decision was made after the company had cancelled its spring variety show. From our members, we derived the talent necessary to do this. The company let us use its auditorium. By now our chorus had grown to include our own sound engineer who handled our microphones and other sound equipment.

After weeks of rehearsal, we were ready for our first Lilly Chorus Spring Concert. We received a very warm welcome from our audience, most of whom had seen us perform before. Our program, entitled "Impressions In Song," included current and traditional pop tunes, hymns and patriotic songs.

The show was a success and we have decided to make it an annual event.

It took a lot of time, talent, money, and hard work to help us get to where we are today. We feel the company can be proud of the Lilly Chorus. As our director, Lloyd Brooks, put it, "When we are presenting programs outside the company, as we did in December, we have to look good for the company. We're part of the company's image in the community." □

Donna Zink is Secretary to the Assistant Secretary and Patent Counsel for Eli Lilly's Patent Division and Medical Division. She has been with the company since 1966.

Planning steps is key For successful dance



by Sheryl Huber
Dance Chairman

AN employee dance can be delightful or disasterous. The key is in the advance planning. In planning a dance, some things to consider include:

1. How many people you expect
2. The age of the group
3. Type of entertainment needed
4. Where to hold it
5. The best time (date and hour)
6. Ticket price to cover expenses

How many people will come? At Eli Lilly and Company we hold two dances a year, one in the spring and the other in the fall. The attendance for the spring dance is about 1/8 of the work force and the fall dance has about 1/4 of the company's employees in attendance. Attendance at your company may be different. Be sure to get a good attendance estimate before you go ahead with your plans.

The age group of these two dances varies only a little. The younger set (age range 20-35) attends both, but the more mature group and retired couples come more frequently to the fall dance. With this in mind, the dance committee has a rock group perform for the spring dance. For the fall dance, we hire both an orchestra and a rock group. When both bands must perform in the same room, they take turns, each doing a 45-minute "set." When two rooms are available, each band plays throughout the evening. This is successful only when the rooms are separated enough that the sounds do not overlap. This arrangement gives people the opportunity to hear the style of music they prefer.

The location of a dance, including the parking facilities, is very important. The Lilly dance committee has found the best attendance results when a dance is

continued on following page

located near the center of town. Usually there are hotels and possibly a convention center in a downtown area. Both of these alternatives should be well equipped for any parking needs. Most hotels and centers have rooms for 250-1000 people including a dance floor.

The time must be chosen carefully. In our case, some employees live as much as 60 to 70 miles away. For this reason, the snowy months of January, February, and March are eliminated. April is a bad month because of area schools' spring vacations. Since we are in Indianapolis, May is filled with 500-Mile Race festivities. We have discovered that the first or second weekend in June is the best for us. Scheduling the fall dance is a little easier. We usually settle on the first or second weekend of October. Both dances start at 9:00 p.m. and finish around 1:00 a.m.

Many factors enter into the price of a dance ticket. In Indianapolis, we have found the prices of rooms with dance floors to fall in this range:

Number of people	Prices
300	$350 — $450
450	200 — 675
750	500
1000	500 — 800

In most cases this included table set-up, linens, bartenders, waitresses if needed, and clean-up. If these services are not included, figure on a lot of dance committee time for set-up and a hard morning after the dance for cleaning. The going rate in our area for bartenders is approximately $4.00 per hour; waitresses earn about $2.00 per hour. Band prices vary. An orchestra in our city may charge from $600 to $1000 per night and a rock group will cost from $300 to $600 for a night gig.

Decorating can be the finishing touch to the dance. Themes we have considered include Hawaiian romance, gay nineties fun, and seasonal mood. We have been able to hold our costs from $150 to $300. After all arrangements have been made and the cost of everything is estimated, divide the total expenses by the number of couples anticipated to arrive at a reasonable ticket price.

Then put on your dancing shoes and join the fun — you will have earned it! □

Sheryl Huber joined Eli Lilly in 1966. She works as an Accounting Assistant for the company's Financial Planning Reporting Department.

"So you want to produce a musical (or any other play)"



by Eleanor M. Fairchild
Chairman, 1975 Variety Show

"WE just felt it was time to try something different." With this explanation, employee auditions were held in January, 1974, for *Oklahoma*, the first musical production to be staged by Employee Activities of Eli Lilly and Company. This show was followed by the even more successful production this year of *South Pacific*.

These shows mark a significant departure from Lilly tradition. Our decision to produce a musical came after weeks of discussion and deliberation. For 20 years we had produced an annual variety show. But changing times and interests had caused attendance to drop, so Employee Activities officials made the decision to switch to a musical play format. We already had a number of employees from "Variety Show" days and from the Lilly Chorus interested. These people were asked to participate in the show. The elected chairman of the activity served as the producer.

For our musical shows, we work with limited budgets and, consequently, must keep costs to a minimum. How do we do it and where do we begin?

The first task, obviously, is to select an appropriate play and set up a timetable. What is "appropriate?" Consider the abilities and limitations of the talent available and select the play/musical accordingly. Do not try something too ambitious for the first production.

Let's look at a sample timetable. Both of our productions were in early April. Play screening and inquiries to the licensors began in September of the previous year — eight months prior to opening night. The schedule should allow ample time for auditions and call-backs so there will be at least eight weeks of rehearsal before opening night.

TIMETABLE

September, 1974	Play screening and selection
October, 1974	Contract signed with agency
October, 1974	Begin publicity
November, 1974	Begin set design, construction
December, 1974	Time off for Christmas activities
January, 1975	Auditions, call-backs, and final cast selection

February, 1975	Begin rehearsals, continue work on sets
March, 1975	Orchestra rehearsals begin, costume work started, make-up crew selected, publicity for show well underway, ticket sales begin
April, 1975	SHOW TIME

Our chairman, who does the screening and final selection of the play, listened to records to determine if the music is too sophisticated for the group and looked at scripts and scores. Many are available in public libraries; however, licensors often are glad to send review copies for the cost of postage (these must be returned). Final selection is determined by these criteria:

1. Music within the range of an amateur group.
2. Strong appeal to a general audience.
3. Strong chorus parts to involve a lot of people in the cast.

The shows we have done meet the above criteria and were a lot of fun to do.

The facility is another important consideration. We chose a local high school with a stage that has adequate size, lighting, sound, and seating. Other possibilities are the facilities of amateur theatre groups, churches, lodges and fraternal orders, other educational institutions, or auditoriums of large companies. Some public libraries have auditoriums for public use.

The next major concern is a production budget. Some of the items to include are:

1. **License and royalty fees for the play.** This varies from agency to agency, and the number of performances may have a bearing on the total license cost.

2. **Facility rental.** Know what is included in the price. Facility fees often do not include the cost of light, sound, and janitorial services.

3. **Salaries for professional personnel.** For our play director, we employed the director of productions at the high school where we performed our show. If there is someone in the company with experience in directing amateur theatre productions, this item could be eliminated from the budget. Also needed are a music director and choreographer(s). If these people are company employees, their salaries, also, could be eliminated.

4. **Production and staging.** This includes anything pertaining to set design and construction, costumes, make-up, and properties. Tips to keep costs low:

   a. Build your own sets.
   b. Construct sets from scrap lumber. Be resourceful; scrounge around a little for "freebies." It takes a little time to get the wood ready for use, but the money saved on new lumber is well worth the time. Donations are acknowledged in the play program.
   c. Borrow (or rent at a very low cost) costumes from another group that has done the same play. Rental agencies are considered only if all other possibilities have been exhausted. The time-setting of your show may not require many purchases. Cast members sometimes have in their personal wardrobe outfits that are suitable. Scrounge around — do not overlook the Goodwill and Salvation Army stores.
   d. Props can be supplied by members of the cast and crew. Substitute or eliminate any props that are not readily available.

5. **Musical accompaniment.** Your show will need musical accompaniment — either full orchestra, or piano(s). The budget should allow for necessary orchestra members not available from employees. A reasonable fee is $50 each for students and $100 for semi-professionals for approximately two rehearsals in addition to the final week of full cast and crew rehearsals, plus two or three shows.

6. **Scripts and scores.** Scripts cost about $2 and scores range from $15 to $20 each. The producer, director, choreographer(s), and principals each need a script and score.

7. **Printed Programs.** This cost is included in miscellaneous expenses if it is not donated.

8. **Cast party.** This is one of the rewards we give ourselves for a job well done. Everyone connected with the show in any way gets together for a party after the final show, just to "let down their hair," and pat themselves on the back. Cast and crew members are admitted free, but a small charge is made for guests (normally $2-$3).

SAMPLE PRODUCTION BUDGET

Salaries	
Play director	$ 500
Music director	300
Choreographer(s) @ $150 each	300
Orchestra —3 @ $100	
6 @ 50	600
	$1,700
Royalties, music rental, purchase of scripts and scores	
Royalty — 2 nights @ $200	$ 400
Music rental	125
Scripts — 10 @ $2	20
Scores — 5 @ $20	100
	$ 645
Facility rental	$ 500

continued on following page

Production costs

Stage — lights, sound, rental of flats, wages for hired stage crew (most places require the use of a limited number of their people who know the set-up)	$ 900
Set construction	$ 500
Costumes	200
Make-up	50
Properties	50
Cast party	250
Miscellaneous	300
	$1,350
Sub-Total	$5,095
Estimated income from ticket sales	$2,500
TOTAL COST OF PRODUCTION	$2,595

In addition to all the "nitty-gritty" of budgets, show selection, and timetables, there is a need to publicize. Employees must know what you are doing and that you need their talent. House publications can be used to announce the show along with bulletin boards, cafeteria table cards, and most important, word of mouth.

A production staff is a must! Early publicity brings a good response from interested employees and their families, if you have a good core group with which to work. Pick your staff from those whom you know will be reliable. First, is an appointed co-chairman, who also serves as business manager. All expenditures and purchases are coordinated with this person. Other people are needed for costumes, lights, sound, make-up, set design, set construction, stage manager, publicity, programs, properties, and cast party.

Auditions normally are announced about six to eight weeks in advance of tryout dates. In our productions, no one who auditioned was rejected. Anyone who did not receive a part was assigned to a chorus or dance group. Each principal in the play needs an understudy, just in case the leading man breaks a leg two weeks before the show, or the heroine comes down with pneumonia before opening night. Understudies are picked from the cast — those who have minor roles or who are in the chorus.

After casting is completed, a rehearsal schedule is established. Our *South Pacific* schedule looked like this:

January 7 and 8	First auditions
January 14	Call-backs
January 20	Selection of principals
January 27	Casting of minor roles
February 4	First general cast meeting and rehearsal
February 10, 13	Principals rehearsal
February 11	Chorus rehearsal
February 17, 20	Principals
February 18	Chorus
February 19	Dancer auditions and first rehearsal
February 24, 27	Principals
February 25	Chorus
February 26	Dancers

This same schedule continued throughout March, the first week of April everyone rehearsed together every night. At the same time, the orchestra was meeting and working on its routine. The final week of rehearsals got a bit more hectic with practice every night.

Opening night, everyone got "psyched up" by going through one of their favorite songs — *Honey Bun*. After a successful run and a fun cast party, the group effort was to strike the sets. What went up must now come down. Everyone — cast and crew — pitched in for this final job, leaving the rented facility as neat and tidy as we found it.

Putting together a successful show is a lot of hard work. It is also a lot of fun. It may be corny, but there really is "no business like show business." □

Eleanor Fairchild is a Marketing Technician with Corporate Pharmaceutical Market Research at Eli Lilly. She has been with the company for nearly seven years. Her experience with the Terre Haute Community Theatre made her a valuable asset to Eli Lilly's two popular musical productions.



CIRCLE READER SERVICE CARD NO. 27

Why not include recreational facilities at your office complex?

More and more companies are doing so, improving employee relations and morale. Among them are:

Xerox Corp.
General Foods Corp.
Goodyear Tire & Rubber Co.
Rockwell International Corp.
International Harvester Co. (Solar Division)
Scovill Manufacturing Co.
Owens-Illinois, Inc.
Eastman Kodak Co.
Raytheon Co.

By Robert G. Dyment

A growing number of leading companies are including recreational facilities for employees at their office complexes. Many large companies have lounges, ping pong tables, swimming pools, gyms and other recreational areas set aside for employees, and sometimes even for their families, with many of these facilities located in or adjacent to the office buildings.

Today, in fact, few new office buildings or expansion plans for existing office structures are developed without some form of recreational facility. Many companies are going one step further by actually sponsoring recreational programs, thereby improving employee relations.

Xerox Corp.*

One of the finest such recreation programs available anywhere is located in the Xerox Corp.'s 30-story high-rise office building at Xerox Square in the heart of downtown Rochester, N.Y. The facilities include an executive physical fitness laboratory on the 13th floor, a multi-purpose recreation/physical fitness area on the concourse level, an artificial ice skating rink, and an 800-seat auditorium devoted to both business and numerous recreational functions, such as parties, film showings, club meetings, amateur play productions, etc. Available are also many rooms for employee meetings.

The Xerox complex at Henrietta, about seven miles south of downtown Rochester, provides an indoor physical-fitness area, photo lab as well as meeting rooms. Nearby are two baseball diamonds, a one-mile jogging path, and an archery range.

Xerox also has available for employees a 4,500 sq. ft. recreation building, housing a 2,000 sq. ft. multi-purpose room, offices, shower and locker facilities, and a storage area. This facility is located at Webster, about 15 miles east of downtown Rochester at its main manufacturing area. Near this recreation building are four lighted ball diamonds, an 18-hole putting green, two tennis courts, another jogging path, volleyball courts, golf driving range, basketball court, archery range and an equipped children's playground.

General Foods Corp.

General Foods Corp.'s office building at White Plains, N.Y., has a TV lounge, a card room, ping pong, reading room, etc. Realizing the importance of recreation to health, General Foods is in the process of building a complete health fitness center under the direction of Peter J. Brown, health fitness consultant for General Foods.

"I believe health fitness has a significant impact on those in the business and industrial community, and we at General Foods are attempting to stress this 'impact' through good recreation, exercise, and nutrition," Mr. Brown explained.

continued on following page

Reprinted from *Area Development Magazine*, March, 1975.



Goodyear's gymnasium in Akron — *RM* photo

Recreational Facilities
continued

Scovill Mfg. Co.*

As soon as one becomes an employee of Scovill Manufacturing Co. at Waterbury, Conn., he is entitled to membership in the Scovill Employee Recreation Assn. Activities are as nearly self-supporting as possible, and are promoted through four organizations: SERA (Scovill Employee Recreation Assn,); Foreman's Club; Rod & Gun Club; Girls' Club, all of which are State incorporated and nonprofit.

SERA is responsible for the promotion of a broad range of company activities and for developing and maintaining recreational facilites for employees use.

"Funds are received from myriad sources. The vending commissions provide profitable income for industrial programming as do the food service facilities housed in the recreation building. More income is derived from the employee store which sells most of the Scovill line of products, with more funds forthcoming from promotions, outings, and other company activities," according to Gregory J. Demko, supervisor of employee activities.

In developing the recreational facilities, initially three old buildings were renovated and used for serveral years. As activity demands increased, it became obvious a new indoor facility was needed. Two of the buildings were demolished. The site for the new building was part of a parking lot which was rearranged in such a way that only one parking space was lost. Within six months after the company president gave his approval, the building became a reality.

The main recreation facility houses two offices, the store, kitchen, small dining room and a multi-purpose auditorium with 10,000 sq. ft. of floor space, plus a stage. Other on-plant facilities include a rifle range and an executive exercise and fitness room.

Because Scovill owns most of the facilities, the overall costs are kept at a minimum and the activity cost to the employees is nominal. The company pays for liability, insurance, taxes, heat and lighting. The scope of the SERA program has been recognized nationally by the winning of the "Helms Award" of the National Industrial Recreation Assn. in 1964, 1967, and 1974.

Goodyear Tire & Rubber Co.*

A forerunner in recreation programs, Goodyear has provided, since the early 1920s a wide variety of activities for employees, members of their families and retirees. The "action" is at Goodyear Hall in Akron, O., where the following facilities are available: bowling, pocket billiards; steam rooms, gymnasium, club rooms, kitchen, ballroom, horseshoe courts, showers, golf nets, a theater, shuffleboard, physical fitness room, and a general recreation room.

There's also an athletic field, and Wingfoot Lake Park which includes picnic areas, playgrounds, boating & fishing, shelter houses and a canteen.

Rockwell International Corp.*

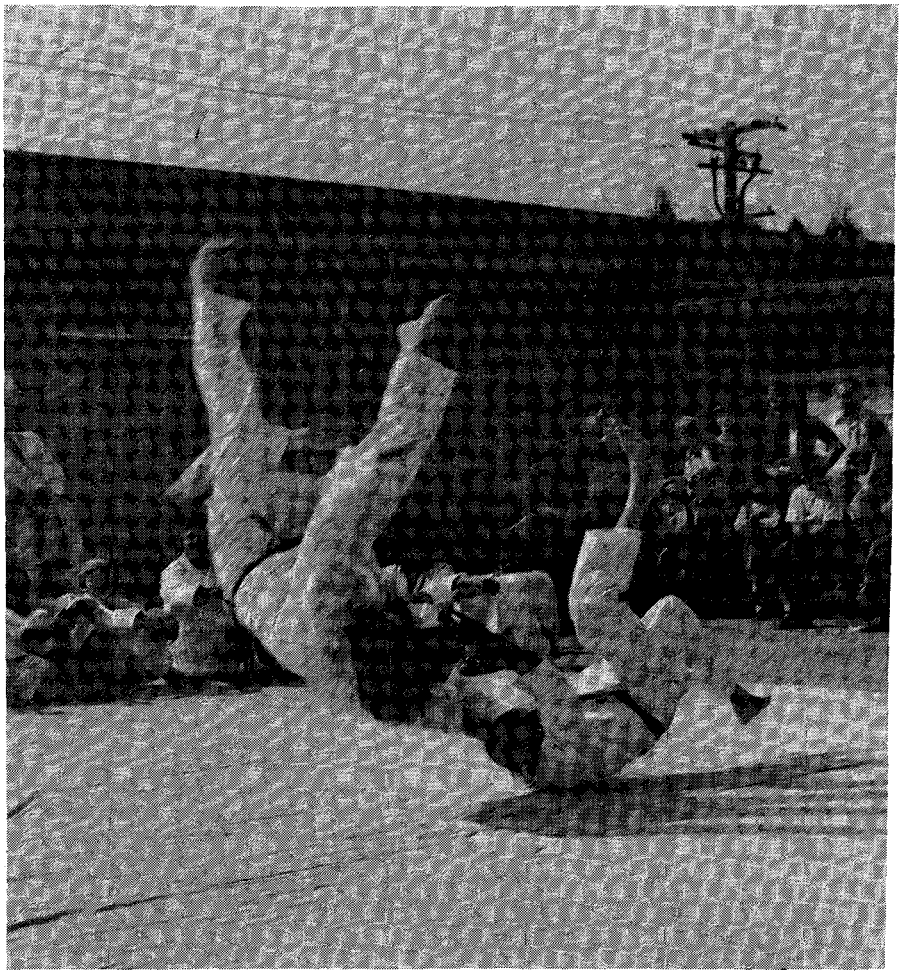
Rockwell International, formerly North American Rockwell, has been a pioneer throughout the years in research, engineering, marketing, management techniques and manufacturing. And recreation is no exception. Throughout the years, Rockwell has been convinced of the importance of industrial recreation for enhancing the overall employee morale and productivity. Rockwell's recreation program was conceived and initiated back in 1937, as part of the personnel department of the company. L.F. Cecchi, division director of personnel, and K.E. White, manager of employee services, issued this explanation of company policy:

"Recreation programs and activities require not only facilities, plans, and money, but good management technique and, perhaps even more important, management support. It is imperative that those of us that have the responsibility for recreation in their company do the following: (1) establish objectives, (2) provide good program control, and (3) insure management support at the highest level. Without these ingredients, the finest recreation program will not survive—just as in any other business.

"Our experience has proven to us that a sound active recreation program definitely promotes good employee relations and also benefits the corporate body, by developing company loyalty and building morale."

Providing and maintaining these recreation facilities at various Rockwell sites require rather extensive financing. At Rockwell, the total recreation program is financed by management. Funds are drawn from each division's general fund and deposited with "Rockwell Aid" which is a separate nonprofit corporation responsible for the administration of recreation and welfare programs.

At various Rockwell sites, management has supplied shuffleboard, table tennis, playing cards, chess and checker sets, dominoes, cribbage boards, and horseshoes so that an employee may have some diversion during rest and lunch periods . . . all available in modern areas set aside for recreation. In addition to these facilities, the company sponsors athletic programs off company premises.



Judo Club demonstration outside Rockwell's recreation center and picnic shelter — *RM* photo

Rockwell's physical fitness program has a history dating back to 1960 when company management constructed a gym with some of the finest and most modern equipment. The current physical fitness program was put into effect in January 1970 using the principles set forth by Dr. T. K. Cureton of the University of Illinois (an original member of The President's Council On Physical Fitness.)

Eastman Kodak Co.*

Activities sponsored by the Kodak Park Athletic Assn. range from sports and hobby clubs to instructional classes and entertainment programs. K.P.A.A. was established by a handful of interested employees in 1910. Today, it is one of the largest recreational organizations in the United States.

The recreation center located at Kodak Park contains 300,000 sq. ft of space under one roof devoted to employee recreation and provides office space and work areas for the Kodak Camera Club and employee activities departments, as well as for the Kodak Park Athletic Assn. It houses three cafeterias with the capacity to seat 2,300 people and an auditorium with 2,224 seats. A bowling area, which contains 20 lanes, has an attractively furnished lounge area and a snack bar. It makes use of a bright, multi-colored decor in contrast to the more sedate colors used in nearby offices and manufacturing areas.

Also featured is a gymnasium measuring 105 ft. x 125 ft. It has a seating capacity of 1,400 people. A gymnasium annex of 24 ft. by 80 ft. is adjacent and is used for instructional classes and table tennis.

continued on following page



Kodak's auditorium

Recreation Facilities
continued

The recreation center also contains a billiard room with 17 tables, a pistol range with seven firing stations, a golf-driving range, fitness rooms with modern equipment, locker facilities, two squash courts, a room with radio communications equipment, and a retiree lounge with a color television set, a billiard table, a reading area, and a card playing area. In addition, a 186-seat "little theater," used primarily by the Camera Club, is also available for meetings and special presentations.

Kodak Park Athletic Assn. also has the use of the indoor facilities of Building 328, located in Kodak Park. Facilities available include a multipurpose area, which can be used for various instructional classes, card tournaments, noon-hour movies, and a recreation room which contains eight billiard tables and six table-tennis tables.

The association is financed jointly by the company and its people. Employees pay annual dues of one dollar; Eastman Kodak subsidizes the balance of the cost of the recreation program. Profits from vending machines are not used for this purpose.

Owens-Illinois, Inc.*

The Onlzed Club is an association of Owens-Illinois people, offering employees and their families various services, social and athletic activites. Owens-Illinois management believes that the Club is a good thing and is happy to assist in making it a success, feeling that everyone benefits by active participation.

The purpose of the club is to encourage a spirit of friendliness among O-I people that will make Owens-Illinois a more pleasant place at which to work. The Onlzed Club is made up of department, building, floor, or divisional groups, and a central club which handles office-wide activities.

All Owens-Illinois people are automatically members of the Onlzed Club and are referred to as Onlzers. Departmental, floor, or divisional groups may charge dues for membership within that group. The Onlzer has his or her choice of joining the group. Group membership benefits result from collected dues or assessments, and are provided for members of the group only.

International Harvester Co.*

The Solar Employees Recreation Assn. was incorporated in 1951 to "promote and administer recreational activities among Solar employees and their families." Solar is a Division of International Harvester Company.

It is a nonprofit organization governed by a board of directors. New activities can join the association by petitioning the board. Association funds are derived from canteen and food services, contributions and other sources. The association sponsors a variety of activities, including ping-pong and horseshoes, both available during lunch periods, with tournaments being held for each activity.

Raytheon Co.*

Each year, 10 Certificates of Excellence are presented by the National Industrial Recreation Assn. (NIRA) to companies with outstanding employee recreation programs. Raytheon Employees Activities Assn. (REAA) enjoys the distinction of being the only participant to receive two awards in 1970. This is even more impressive when coupled with the fact that two were also awarded to the REAA in 1969—four awards in two years.

These awards indicate not only the quality of direction the REAA receives, but also the solid participation of its membership at the Missile Systems Division in Andover, Mass. The Raytheon association is a nonprofit corporation organized under the laws of the Commonwealth of Massachusetts. Its purpose is to provide a medium through which Raytheon employees and their families may have the opportunity to develop and enjoy their social, cultural and recreation interests through a broad program of activities. Programs are planned and administered for the most part by the employees themselves, with guidance and consultation being provided by the REAA coordinator and board of directors.

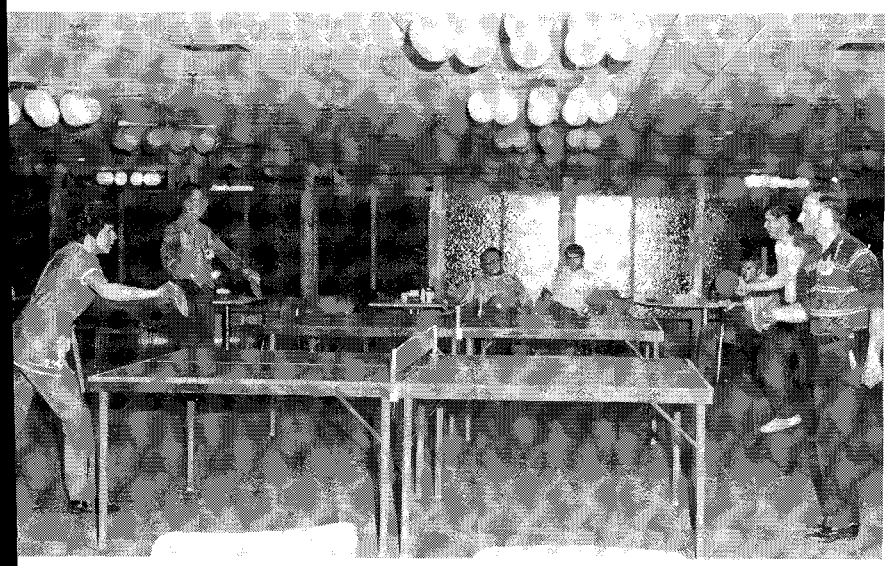
Where to get help

Most national companies have "recreation" facilities and programs available at each site. For instance, there is an Onlzed Club at approximately 80 of Owens-Illinois' 110 manufacturing facilities in the U.S.

If you are moving into a new office structure or plant, or are expanding existing facilities and would like to include "recreation" in those plans, but don't know where to start, the National Industrial Recreation Assn, at 20 North Wacker Drive, Chicago, Ill. 60606, can help you set up a program. Already more than 700 companies are being helped in their "recreation" by NIRA. Of the more than 50,000 firms and organizations in the U.S., which have some form of recreational activity for employees, some have well-structured programs, while others need direction.

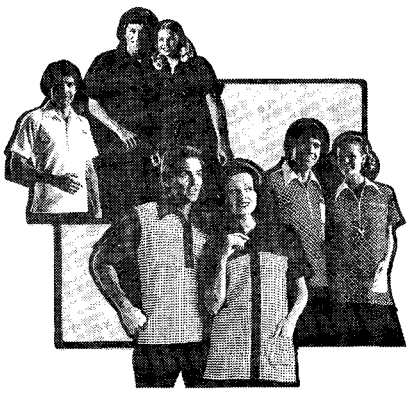
Recreation activites can be extremely valuable to both employee and employer through the sharing of empoyee services and development of fluid communications. The interrelationships encompass mental and physical health, training, and leadership, safety, education, public and employee relations, labor relations, and management development. Company recreation, therefore, continues to grow as an important function for any new facility being constructed or expanded. □

***National Industrial Recreation Association members—RM Editor's note.**



aytheon employees enjoy table tennis facilities — *RM* photo

TEAM-UP WITH THE LEADER



King Louie®

THE NUMBER ONE NAME IN BOWLING APPAREL

Bowling is one of the most popular employee activities. You know that, and we know that.

For over 33 years, King Louie has offered the finest line of bowling apparel to be found anywhere. We're the leader because we consistently deliver top quality, high fashion styling and wearing comfort in everything we make.

If your company already has an active bowling program, or is just starting one, team up with the leader...King Louie.

King Louie available through your local bowling apparel dealer, or write us for dealers in your area. We also have an excellent line of Pro Fit Nylon Jackets.

King Louie®

King Louie International, Inc.
Department RMS
311 West 72nd Street
Kansas City, Mo. 64114
(816) 363-5212

CIRCLE READER SERVICE CARD NO. 28



Florida: the versatile vacationland

Sea oats wave along many of Florida's shorelines

FLORIDA is a versatile subtropical hostess who offers a lifetime of discovery for those who travel within her borders. Some visitors will seek those out-of-the-way places where they can treasure quiet moments of escape or seclusion. Others will flock to the bustling meccas of entertainment to share exciting days of glamour and merrymaking.

Beginning in Northeast Florida, Spanish towers, red-tiled roofs and wrought iron balconies set the mood for **St. Augustine,** where thousands of visitors each year discover Florida's colorful past. It was here in 1565 that Pedro Menendez stepped ashore and initiated the settlement both of St. Augustine and the nation as we know it today. An extensive restoration area, a Hispanic counterpart to Williamsburg, Va., re-creates the Spanish colonial St. Augustine. Outside the restoration area is Castillo de San Marcos National Monument, which was the northernmost outpost of the Spanish Empire in the New World. It represents a pivotal point in Florida history.

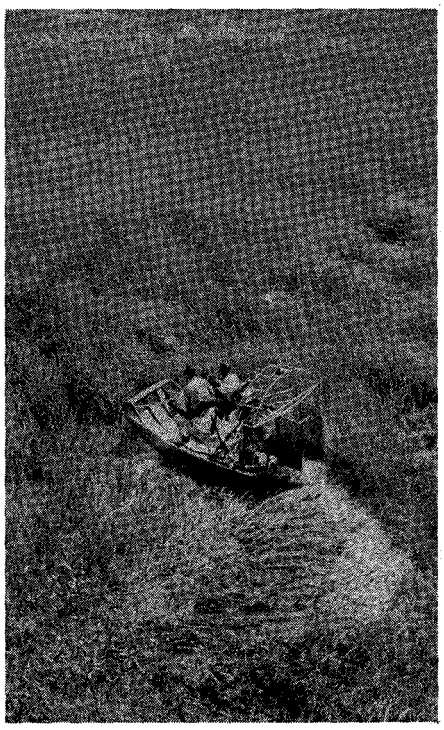
The excitement of automobile racing is the bill of fare at **Daytona Beach,** one of Florida's oldest resort areas. The Daytona International Speedway is a drawing point for the world's fastest automobiles. Racing events are staged primarily during November, January, February, and August. Although Daytona Beach has long been synonymous with Florida resorts, the city is not content to rest upon its laurels. New luxurious resorts and night spots jumping with youthful patrons continue to move the city forward to the future.

Discovery is the password at **Cape Canaveral,** a name familiar to most Americans. The 25-square-mile tract of the Kennedy Space Center once palmetto scrubland, is now a human stepping stone into the universe beyond

continued on page 34



Shrimp boats at anchor on Key West



The Everglades: "River of Grass"



Miami Beach: world's largest resort concentration

our planet. A NASA bus tour features the Visitor Information Center; the Vehicle Assembly Building, where Saturn V moon rockets are assembled; the Astronaut Training Facilitity; Mission Control Center; NASA and Air Force launch sites and the Air Force Museum. In the nearby town of Cape Canaveral, the Museum of Sunken Treasure offers discovery of another aspect of history's rich lore. Valuable treasures and artifacts salvaged from sunken Spanish galleons provide a dazzling invitation to share the romance of Florida's colorful past.

The bright lights and pizazz of Florida's **Tropical Coast** region attract fun-seekers of all ages. **Miami Beach** boasts the world's largest concentration of luxury resort facilities. It is a city thoroughly dedicated to serving and entertaining its guests. Away from the surf and bright lights, many visitors enjoy sightseeing tours in **Miami.** The choices of transportation are extensive — from cruise ships to glass-bottom boats and blimps to helicopters.

Nowhere are the quiet times of seclusion and escape more available than in the **Florida Keys,** often described as a land that's mostly water and a sea that's mostly sky. The island-hopping Overseas Highway (U.S. 1) links these spits of coral reefs together for more than 100 miles. John Pennekamp Coral Reef State Park, situated off Key Largo, was the first underwater state park in the nation. Visitors while away the hours by swimming, picnicking, camping and touring the reef aboard glass-bottom boats.

Key West is distinguished as the southernmost point of the continental United States. The picturesque Old Island City has a mystique of bygone days that continues to tinge the lives of present-day residents and visitors. Artists have long followed the allure of Key West. Ernest Hemingway bought a home in 1931 and wrote several of his famous novels there. Earlier, John James Audubon took inspiration from Key West as he painted his masterful collection of Birds of the Keys.

Blanketing the southern tip of peninsular Florida is an awe-inspiring, 2,100-square-mile expanse of sawgrass: the **Everglades.** A portion of this unique half-land, half-water heritage is preserved within the bounds of the Everglades National Park. The sawgrass shades into the tangled morass of mangrove thickets, obscuring the coastline to the south and west of the 'Glades. Tranquil waterways wind through the mangrove barriers, providing boating enthusiasts a rare and rewarding glimpse of protected swamp wildlife.

A timeless mood of serenity is firmly entrenched on the islands spattered along the shoreline of the southern

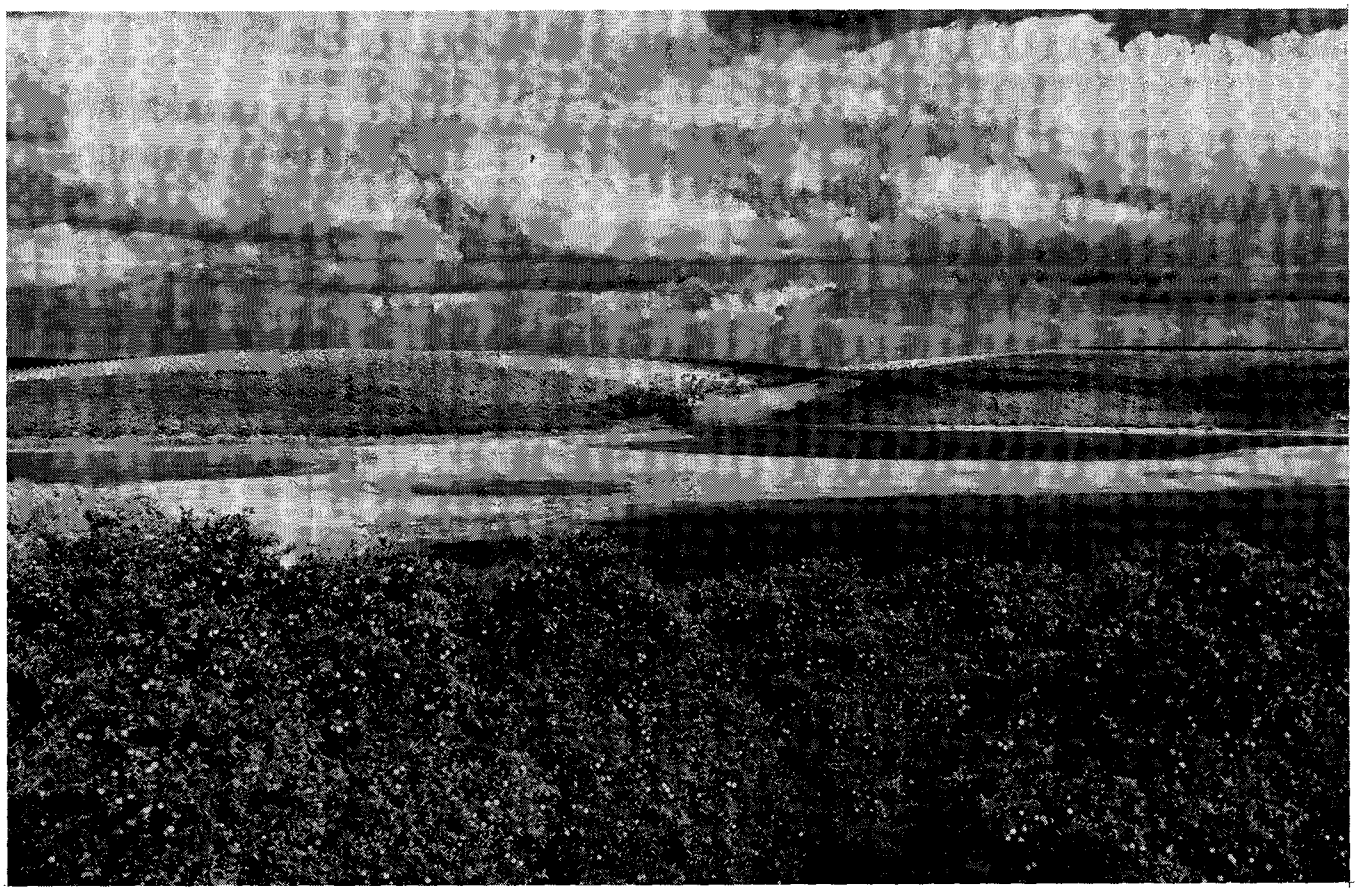


Pier fishing along the Miracle Strip

Gulf Coast. The sister islands of Sanibel and Captiva, both steeped in legendary romance, continue to exert a magnetic appeal, inviting visitors to kick off their shoes and linger along the unspoiled beaches. Farther north, Florida's Gulf Coast is geared toward excitement and family entertainment. Bustling **Tampa** and **St. Petersburg** dominate, enticing multitudes of visitors yearly. Vacation attractions are abundant.

Sarasota's Ringling Museum complex allows a step back into the grand world of circus magnate John Ringling. St. Petersburg offers trips to The Pier, a futuristic inverted pyramid-shaped municipal facilitity, Sunken Gardens and the MGM *Bounty* Exhibit, a replica of the famous 18th-century ship. Tampa's Busch Gardens dazzles guests with botanical growth, exotic birds and rare African species.

Central Florida offers seclusion and escape with a different twist. Miles of rolling orange groves, acres of cattle-grazing plains and hundreds of sparkling blue lakes provide a perfect backdrop for vacationing "away from it all." Anglers, campers, hikers, and bird watchers travel to these unspoiled inland pockets to enrich their hobbies and unwind from the working world's pressures. Attractions accenting natural beauty are abundant in this region of the Sunshine State. Cypress Gardens, Masterpiece Gardens and the Singing Tower and Mountain Lake Sanctuary complement the characteristic lushness that has long made this area a haven fo



Orange trees stretch to the horizon in Florida's Citrus Country.

nature buffs. Elsewhere in Central Florida, the shadow of Mickey Mouse's ears covers the **Orlando** area, now booming under the influence of Walt Disney World. Visitors will also enjoy Six Flags' new Stars Hall of Fame.

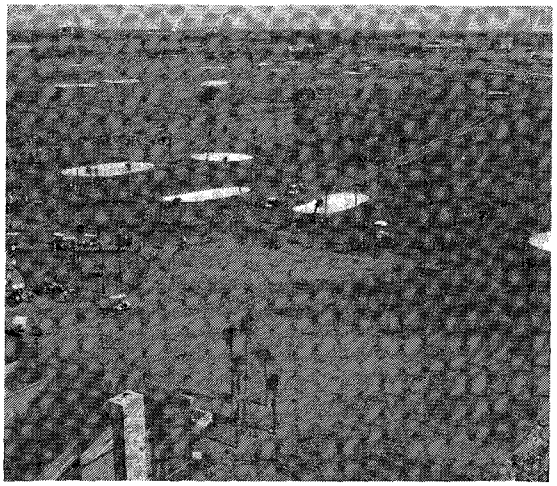
A jump northwest finds the visitor in the panhandle portion of the state, called the **Big Bend,** a region unlike any other in Florida. Antebellum romance haunts the area around **Tallahassee,** the state capital. Sink holes and freshwater springs are framed by massive moss-draped live oaks.

Farther west, the **Miracle Strip** vacation region is aptly named. Its pride, the snow-white beaches, seems a miracle to every first-time visitor. **Panama City, Destin, Fort Walton Beach** and **Pensacola** enjoy a tremendous tourist appeal. Visitors just can't stay away from the sparkling waters of the Gulf of Mexico, which are laden with abundant fish and bordered by immaculate soft sand beaches.

Visitors intent on vacationing somewhere new need not look farther than Florida's borders. Even Florida vacation veterans will find special opportunities for discovery, seclusion, and excitement. □

For more information on Florida vacationlands, circle reader service card no. 29

THE TOTAL RESORT



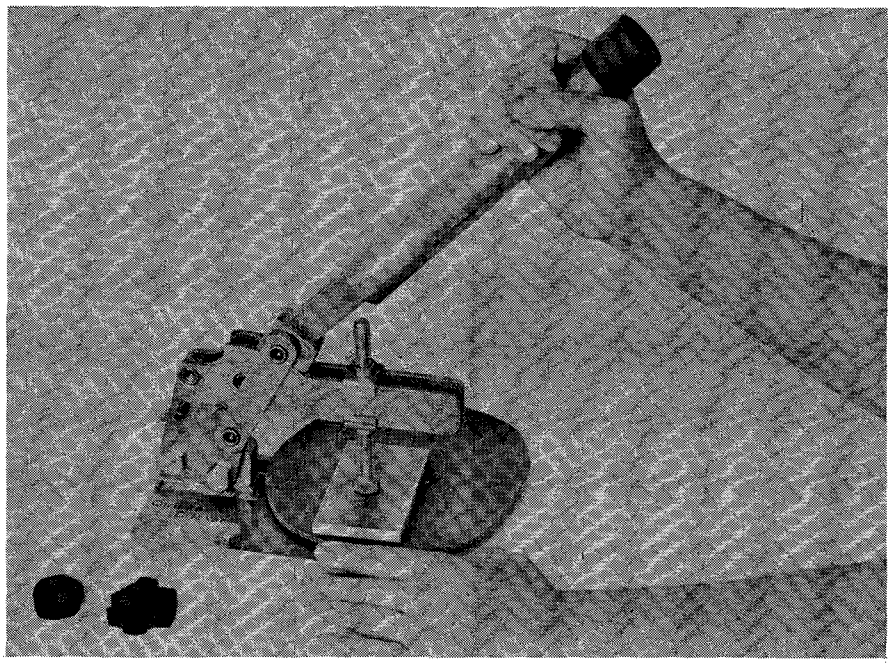
Tampa Airport Resort Golf & Racquet Club is Florida West Coast's new & unique "Commercial in-town resort" offering a full range of resort facilities while still providing an ideal location for the business traveler. The Resort offers a par 72, eighteen hole championship golf course and 13 Hard-Tru, lighted tennis courts, complete with Club house and Pro Shops. Convention, meeting and banquet facilities available for groups of 12-300. Three dining rooms and Brown Derby Lounge provide atmosphere and variety for even the most discriminating tastes. Package tours available for golf and tennis beginning at $55.00 per person double occupancy.

For further information, write or call: 813-877-6131 or 2222 N. Westshore, Tampa, 33607

CIRCLE READER SERVICE CARD NO. 30

new products

Hand-operated leather embosser



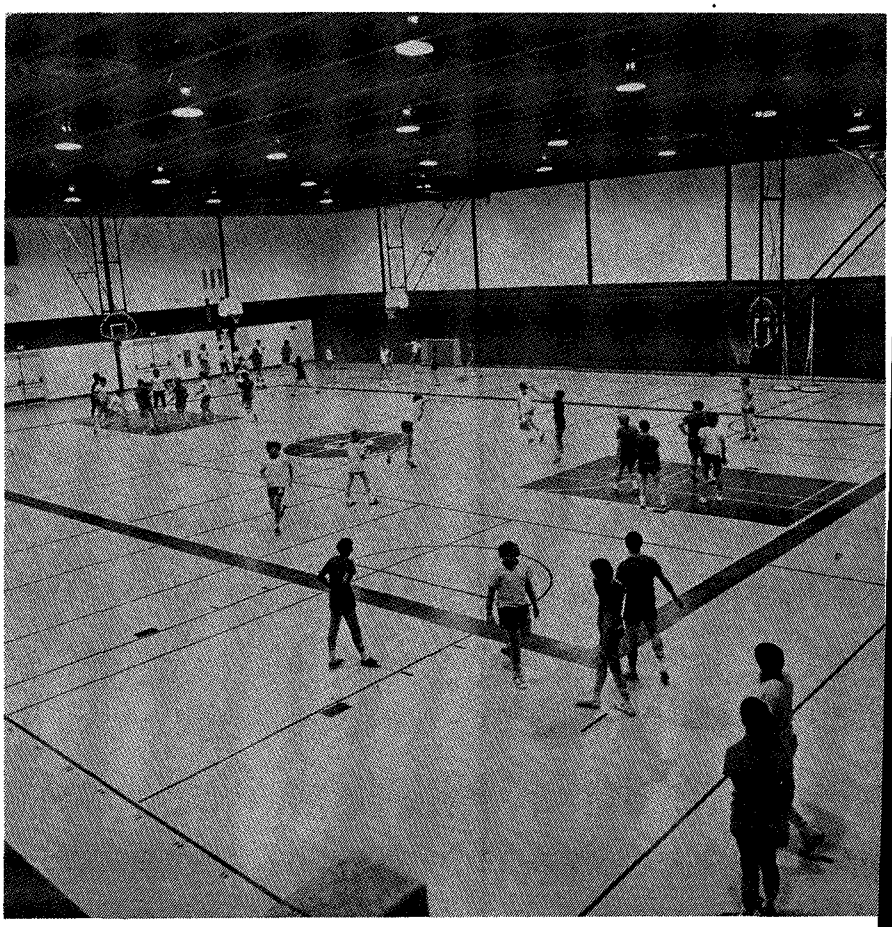
This embossing press is ideal for beginning leather-crafters. Low-cost and portable, it will exert the force of one ton. It mounts anywhere and does professional-looking work quickly, easily, and for a fraction of the usual cost.

The embossing dies and a complete line of leather working stamps are made from a special high-density steel reinforced plastic. The life and reliability of these rugged stamps have been tested for thousands of impressions.

A brochure and further information are available.

CIRCLE READER SERVICE CARD NO. 1

Sheet vinyl flooring offers versatility



Sheet vinyl flooring adds comfort, easy care, and versatility to gymnasiums and exercise rooms. Its heat-welded installation results in a seamless surface which is both water-resistant and hygienic. Foam insulation keeps the floor comfortably warm during cold weather. Coaches and athletes welcome this padded flooring, too, because it reduces injuries caused by skin splits and floor burns.

When school, community, and industrial gymnasiums are not in use as athletic surfaces, they serve a thousand and one purposes: from graduation exercises to dances. The easy-to-clean surface is gentle on the feet and a noise reducer.

Also available from the manufacturer are more flooring products, some for heavy-traffic corridors and high-noise areas, other for prevention of static electricity build-up.

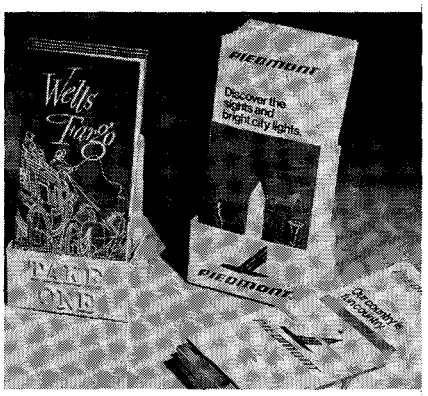
CIRCLE READER SERVICE CARD NO. 2

Slump-proof holder for attractive displays

This new low-cost, self-folding plastic literature holder has a slump-proof display feature for counter or wall use. Puts pamphlets and other information within easy reach in public and employee areas.

Assembled, it measures 1 3/4 by 4 1/4 inches and holds up to 100 postcard-sized pieces. Its angled base prevents material from slumping forward as the holder is emptied.

The holders may be ordered in any color, or design. Your logo or message may be hot-stamp printed on the holder. Holders are die cut in white only in quantities of 1,000 to



15,000 at prices ranging from 60¢ to 80¢ per holder. Orders exceeding 15,000 are injection molded in any desired color, with a unit price running as low as 50¢. This method also gives the buyer the option of using an embossed image.

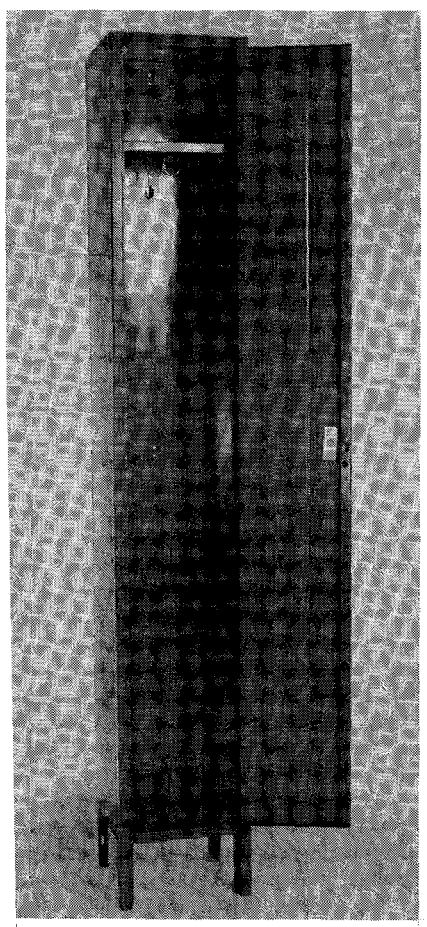
CIRCLE READER SERVICE CARD NO. 3

Bookbinding kit for hobby crafters

A distinguished leather-bound edition of a favorite book is the gratifying result of this craft kit. One of a series of kits by this manufacturer, the outfit includes a graphically illustrated instruction book, leather, endpapers, binder's board, book block, gold embossing foil, X-acto knife, steel-edged ruler, cord, reinforcement mull, as well as headband material. The entire kit is priced to retail for less than $15.

The manufacturer also offers kits for clothes and handbag studding, card weaving, needlepoint, and more.

CIRCLE READER SERVICE CARD NO. 4



Quiet-door locker reduces noise

This newly-designed locker cuts locker room noise levels. It features sound-deadening rubber cushions that absorb door shock, and a reinforced panel of insulation, spot-welded on the inside of the door panel to reduce door-impact noise. The new model also features a handle mechanism with only one moving part to reduce operating noise even further.

This quieter locker is available in standard single-, double-, and triple-tier models and may be ordered in two-person and duplex sizes. Additional options include slope tops, 6-inch legs, no legs, 6-inch closed bases, and more. Available in many attractive colors. All units are equipped with wall hooks, ceiling hooks, and coat hanger rods.

CIRCLE READER SERVICE CARD NO. 5

continued on following page

CLASSIFIED

RATES: regular type — 20 cents per word; bold face type — 30 cents per word. Copy must be received by the 5th of month preceding issue in which ad is desired.

Situations Wanted

Man with Master's degree in Physical Education, Recreation and Health. Has experience in athletics, Adult Fitness/ Health programs, and recreation management. Seeking a position in industrial or commercial recreation management. Presently employed — desires new challenge. Will relocate. Box 330, RECREATION MANAGEMENT.

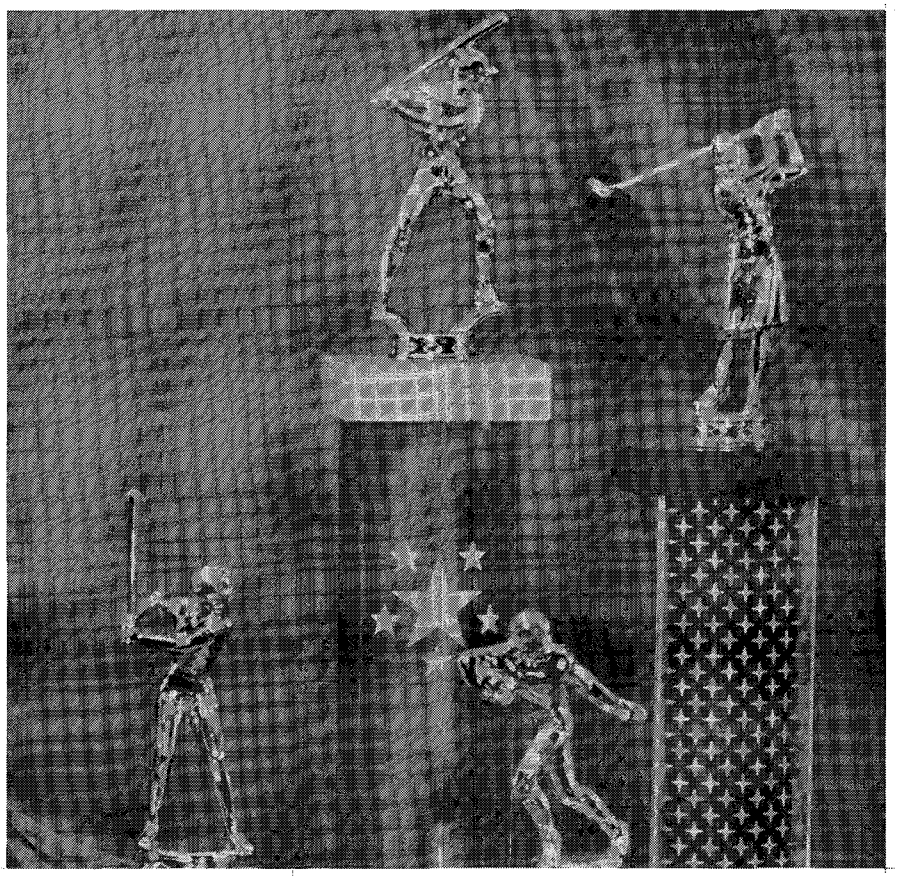
Single, mature, '75 graduate (B.S. in Recreation) with four years experience in leading recreational activities seeks employment in his field. Resume upon request. Box A, RECREATION MANAGEMENT.

Trophies include Bicentennial themes

This new "Designer Line" of trophies includes a full array of Bicentennial theme pieces. Trophies are available in four sizes: 9-in. 11-in., 13-in., and 15-in. The economical line features white carrara marble bases and tops, anodized aluminum columns and inserts, and triple plated activity figures in silver or gold. Walnut veneer bases and tops are also available.

For special notice of the 1976 Bicentennial year, red, white, and blue color combinations are available. Many other designs in walnut, gold, silver, and black round out the selection. More than 500 design combinations are possible.

CIRCLE READER SERVICE CARD NO. 6



Heavy duty cable secures snowmobiles

Snowmobiles are small and relatively easy to steal. This strong security cable is designed to thwart the would-be thief. The "Big Brute" cable is six feet long — long enough to secure a snowmobile to a tree, fence, or other snowmobiles. The galvanized cable has a 14,400-lb. breaking strength and end loops that are fused by a special process to be as strong as the cable itself.

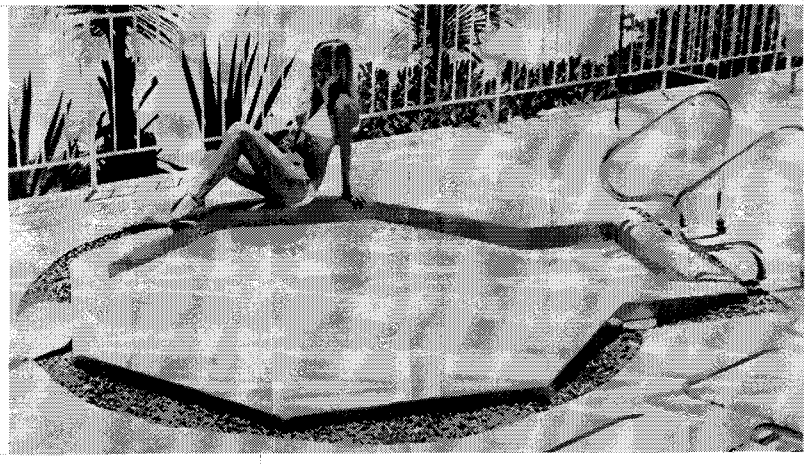
To prevent the cable from scratching or marring snowmobile finishes, a protective vinyl sleeve in clear, red, yellow, blue, or green covers the cable from loop to loop. More cut-resistant and lighter than a comparable length of chain, this cable is offered by the manufacturer with a companion line of padlocks.

CIRCLE READER SERVICE CARD NO. 7

Fiberglass spa makes installation easy

Installation is easy with this fiberglass spa. It is pre-piped and factory tested before delivery. Just hook up the junctions under the step area, without extra on-site plumbing work. Water at 105°F circulates, relaxing tired, sore muscles.

The octagonal seven-passenger model has a gelcoat surface and 3/8-in. resin and fiberglass backing. A bronze circulation pump, skimmer, and filtration system ensure that the water will be totally filtered three times per hour. The bronze hydroaction pump and the hot water heater are also included in the spa package. It may be installed below or above ground.

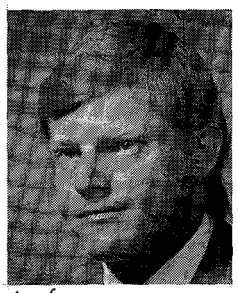


Underwater lights, center drains, hand or grab rails, and coin-operated or remote-control timers are available.

CIRCLE READER SERVICE CARD NO. 8

Constructive Comments

Planning for the handicapped: parking facilities



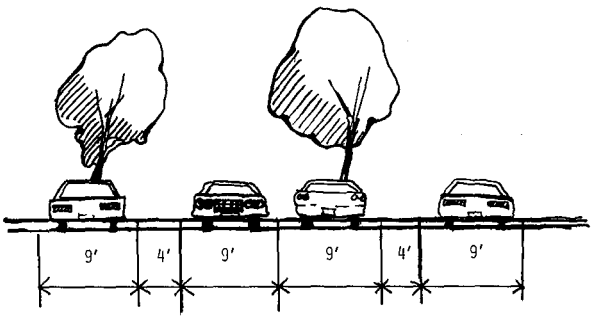
by Anthony W. Kotz
Kotz & Schneider
Land and Recreation
Planning & Design
Syracuse, N.Y.

IT has been estimated that one out of seven persons may be permanently or temporarily disabled by disease or accident. A thoughtful company considers existing and potential handicapped employees when designing its facilities.

Your parking lot can be easily adapted to facilitate safe, direct, and easy access for the physically handicapped. Ideally, special parking spaces should be allocated parallel to the curb along the perimeter of the parking area nearest the desired destination. Spaces for those in wheelchairs or on crutches should be clearly identified as for the handicapped.

Where parallel parking is not practical, special parking stalls at least nine feet wide will suffice for parking and maneuvering. A four foot wide lane between every two normal spaces will aid movement and enable handicapped people to travel to and from the parking area without encountering traffic hazards. Access to the adjacent walkway should be clearly marked and ramped or level with the parking area. An individual wheelchair user can most easily negotiate a gradient of three to five per cent — or less on extended ramps or grades. Steeper ramps are OK for short runs. Surfaces and pavements should be of materials which are fixed and firm and which will not become slippery when wet.

Generally, facilities designed to serve the handicapped need cost little, if any, more than other facilities. Lower operating cost, easier maintenance, and greater convenience for able-bodied people are a few of the fringe benefits of designing for the handicapped.



Introducing a new no-overhead recreation travel department to make your job easier.

We're Loyal Travel. One of the largest travel agency organizations in the U.S. And we offer one-stop service for all your travel needs.

And we can help you better than any other travel source.

Better because we have a national network of 45 offices, staffed by experts.

Better because we have appointments from all major national and international travel conferences.

Better because we're young, fresh, eager, anxious to please, and free. (When you add all those together, it even makes us better than free.)

So look for us locally in the Yellow Pages. We're under Travel Agencies and Bureaus.

The only cost you'll incur is the cost of the call.

LOYAL TRAVEL™

BETTER THAN FREE.™

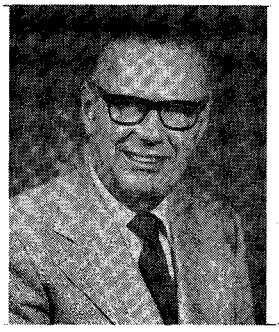
CIRCLE READER SERVICE CARD NO. 31

names in the news

Champion Products of Rochester, N.Y. recently announced the promotions of four executives. **Philip Rubenstein** has been named Director of Marketing. **Robert J. Meissner** has been promoted to National Marketing Manager of Institutional and Recreational Products. **Richard C. Yellen** has been advanced to National Marketing Manager of Resale Products. **Edward After** has moved up to Director of Sales.

Champion Products is one of the nation's leading manufacturers of imprinted athletic, physical education, and campus casual wear for school and college and of leisure wear for retail markets.

• • •



Melvin C. Byers, nationally known leader in the industrial recreation field and Corporate Personnel Activities Coordinator for Owens-Illinois, Inc., Toledo, Ohio, has taken early retirement after more than 38 years with I-O.

Since 1950, Byers has directed various employee services and activities for I-O. He became Corporate Personnel Activities Coordinator in 1968. A long-time member of the Board of Directors of NIRA, Byers recently was presented a second Distinguished Service Award by the Association for his leadership in and contribution to NIRA. He also served as a Director of the National Society of Personnel Administrators and co-edited the Society's journal.

• • •





Two new staff members have joined NIRA. **Howard Thornburg,** a former intern with NIRA, has accepted the fulltime position of Administrative Assistant and Assistant Director of Membership, Promotion, and Services. Howie will receive his B.S. in Industrial Recreation from Southern Illinois University this December. **Mary Morris** has joined the staff as Editor of *Recreation Management.* She comes to NIRA from member company Bankers Life & Casualty, Chicago, where she was Home Office Publications Coordinator. She is a journalism graduate of the University of Michigan.



Robert E. Eppley has accepted a new position as Personnel Director for Haskins & Sells, Certified Public Accountants, in Dayton, Ohio.

Eppley is a former member of NIRA's Board of Directors. He has been Recreation Director at Cummins Engine Company, Columbus, Indiana. He held a similar position with Irwin Management Company in Columbus before joining Haskins & Sells.

ad index

Beach Club Hotel **18**
Benrus **7**
Brooks Rent-a-Car **6**

Classified **37**

Eastern Audio **5**
Eastern Steamship Lines **6**

Forest Lakes ..... **Cover IV**

Hacienda **26**
Hobby Industry of America ..... **Cover II**
Holiday Inn Resorts ..... **Cover III**
Holiday Inns of Orlando **11**
Horizon Sportswear **3**
Howard County, Maryland **4**

King Louie **31**

Loyal Travel **39**

Mark 10 ..... **18**

National Car Rental **4**
NIRA Duplicate Bridge **8**

Professional Services Directory **14**

Shanker Industries **5**

Tampa Airport Resort **35**

Companies that work and play together stay together



at Holiday Inn Resorts

For detailed information on our Group Package programs, just call our Group Specialists: Atlanta (404) 451-7105, Boston (617) 742-7630, Oak Brook, Ill. (312) 325-1225, Dallas (214) 744-1578, Hollywood, Calif. (213) 469-2274, New York (212) 868-1080, Essington, Pa. (215) 521-1700, Southfield, Mich. (313) 355-1062, Toronto, Canada (416) 360-1980, Arlington, Va. (703) 527-3384, Memphis, Tenn. (901) 362-4921, Miami, Fla. (305) 531-3471.

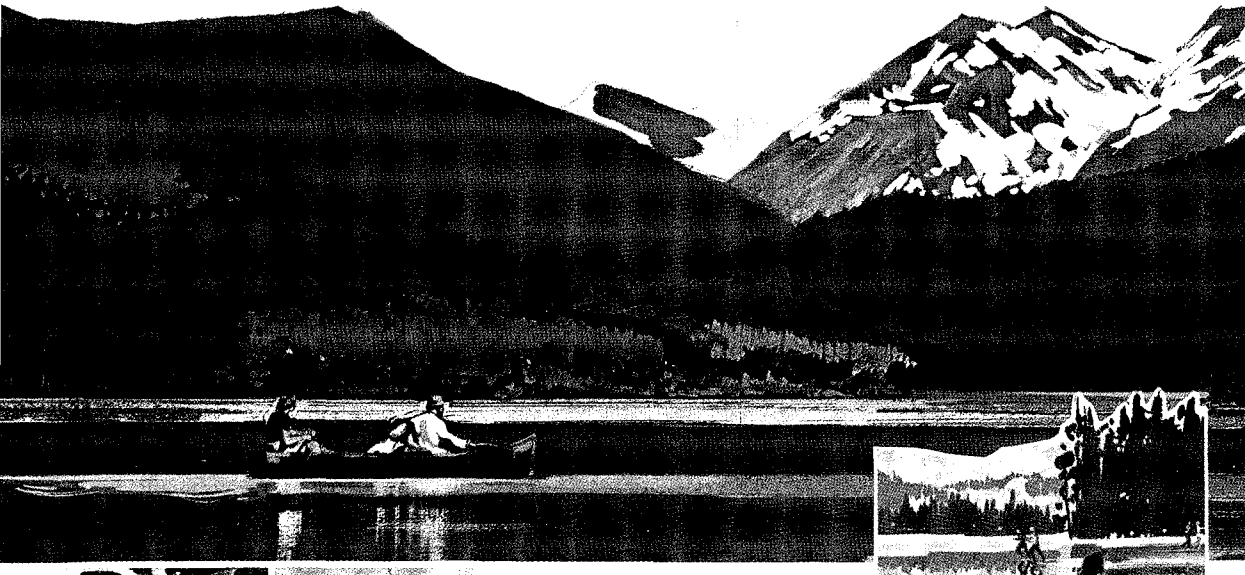
Holiday Inn®

Bermuda **Freeport** **Paradise Island** **Jamaica** **Aruba** **Curacao**

CIRCLE READER SERVICE CARD NO. 32

pring, Summer, Fall or Winter

Forest Lakes Durango, Colorado s the everything place







You and the employees in your organization can own your own mountain vacation retreat, and enjoy it year 'round at Forest Lakes Durango. Forest Lakes, in the most spectacular scenic mountain, lake and stream area of Colorado, offers everything for family fun.

The mountain views are spectacular, the lots are covered with tall pines . . . some with Aspen and blue spruce. Roads are maintained year around and there's also year around security and fire protection.

Forest Lakes has it all right on the property: A 22 acre lake stocked with mountain trout. Canoeing and sailing. Largest lake in S.W. Colorado just 7 miles from property. Riding trails.



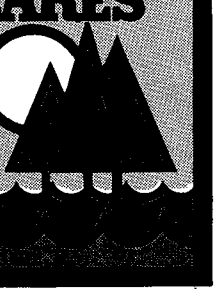
Tennis courts. Ski slopes with lift on th property. Ice skating. Snowmobiling. A lodge. Heated, enclosed swimming poo Restaurant and lounge. Billiards. Supe deer and elk hunting.

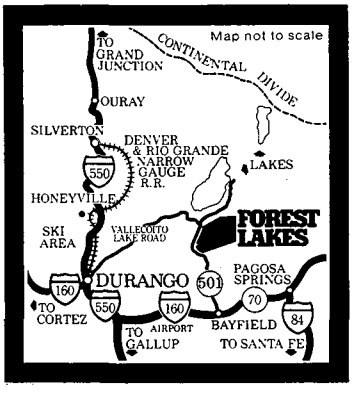
For full details mail coupon today.

All the above scenes are artists conceptions.

Forest Lakes, Durango offers the family unlimited recreation, fun and enjoyment. You can own a cabin site from just $3,995 with excellent terms available. Don't hesitate, this land represents a superb value.

OREST
AKES





Forest Lakes Durango
Route 1, Box 30, Bayfield, Colorado 81122

Gentlemen: Please send me more information on Forest Lakes and cial offers for our employees.

Name _____

Address _____ City _____

State _____ Zip _____ Phone _____

OBTAIN HUD PROPERTY REPORT FROM DEVELOPER AND R BEFORE SIGNING ANYTHING. HUD NEITHER APPROVES THE M OF THE OFFERING NOR THE VALUE, IF ANY, OF THE PROPERT

This ad is to be considered invalid and void in those states where this subdivision has eithe approved by the appropriate state agency or may not be sold without such approval having obtained.

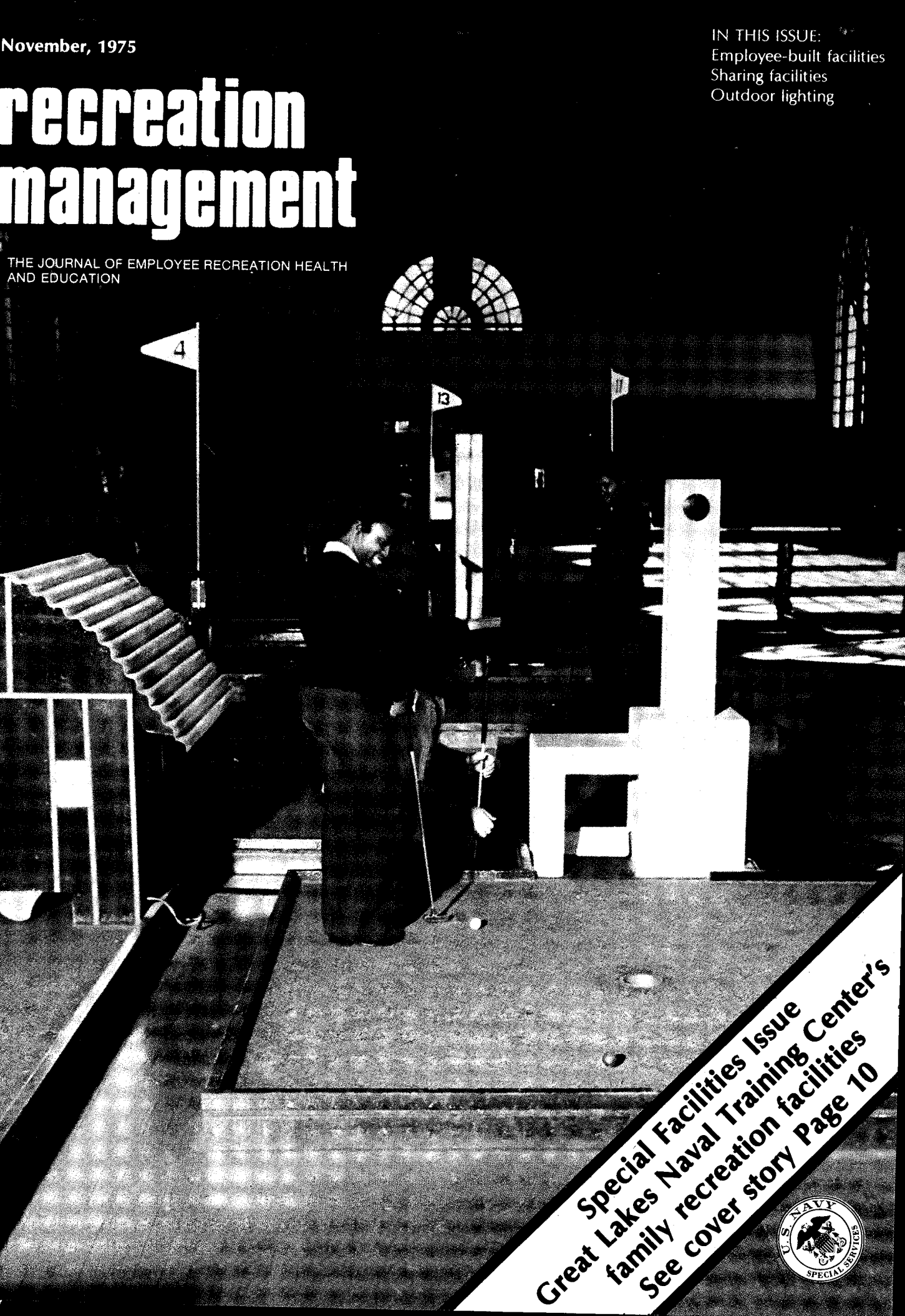
CIRCLE READER SERVICE CARD NO. 33

November, 1975

recreation management

THE JOURNAL OF EMPLOYEE RECREATION HEALTH AND EDUCATION

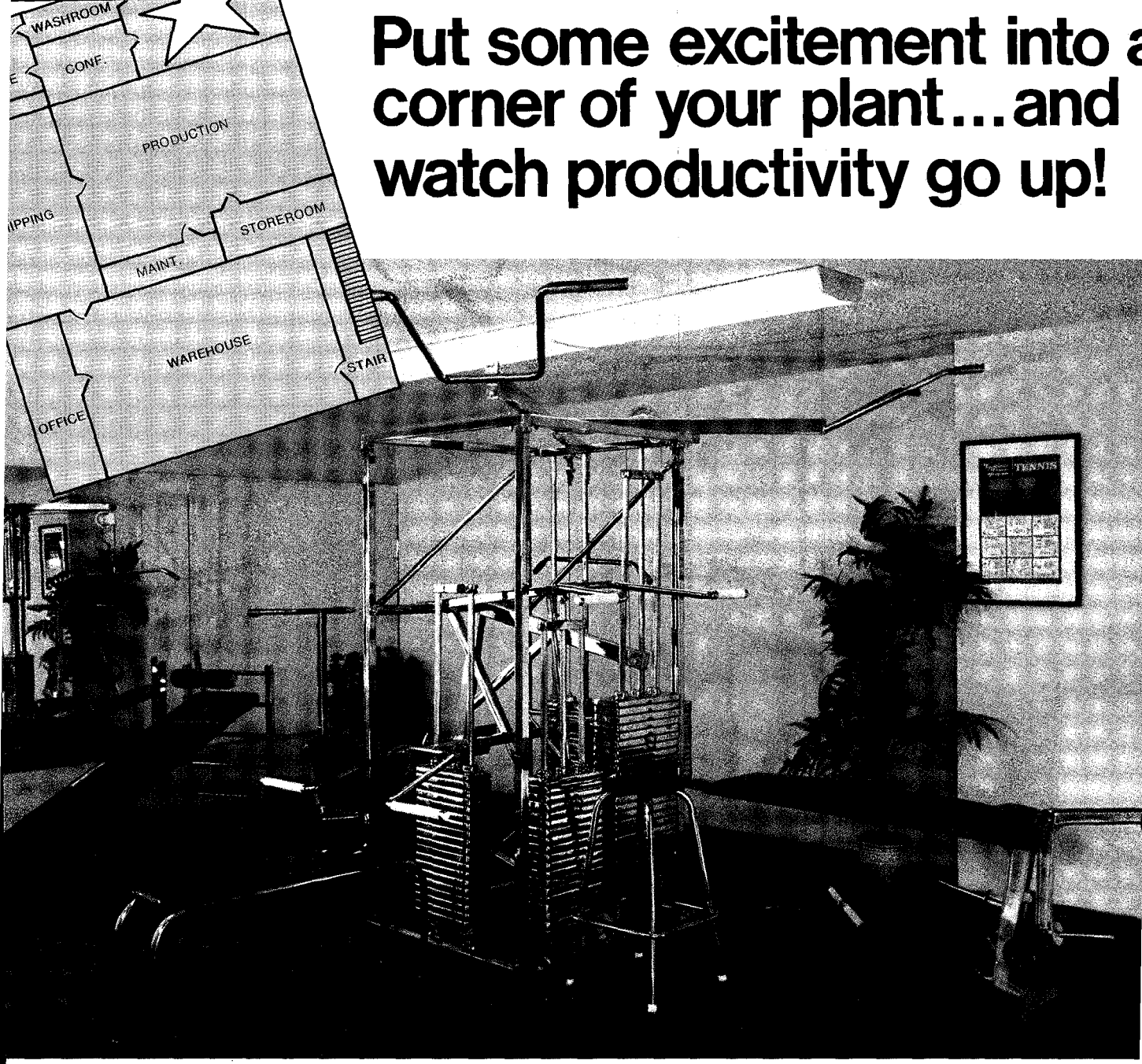
IN THIS ISSUE:
Employee-built facilities
Sharing facilities
Outdoor lighting



Special Facilities Issue
Great Lakes Naval Training Center's family recreation facilities
See cover story Page 10

U.S. NAVY SPECIAL SERVICES

Put some excitement into a corner of your plant...and watch productivity go up!



There's no doubt that the foundation of efficiency and productivity in a human being is physical fitness.

Universal Gym Equipment, the world's largest manufacturer of physical conditioning systems, conditions college and professional athletes throughout the nation and is endorsed by such famous coaches and athletes as Bill Russell, John McKay, George Allen, Barry Switzer, Larry Csonka, Nolan Ryan and Jack Youngblood.

But, equipment designed for athletes is only a part of Universal's physical conditioning systems. Complete recreation/fitness rooms by Universal are benefiting hundreds of health clubs, tennis and racquet ball clubs, exclusiv clubs and companies in business and industry througho the nation.

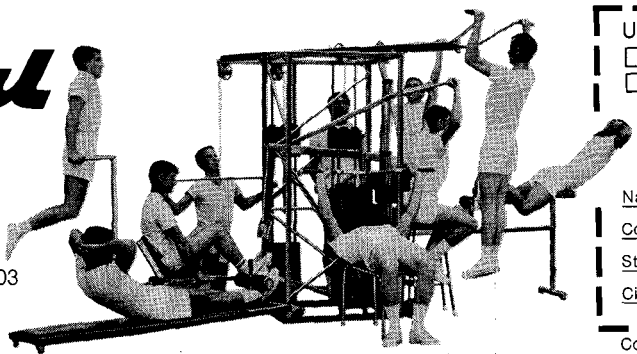
An area as small as 500 square feet can provide recr ational exercise for as many as 16 people at the san time! Universal Gym Equipment is self-contained, no wa or floor attachments are needed. It's safe, durable ar maintenance free. For better health, higher morale ar greater productivity — improve physical fitness the Ur versal way.

Write today for complete details.

Universal
GYM EQUIPMENT
World's Largest Manufacturer of
Physical Conditioning Systems

1328 N. Sierra Vista, Fresno, Ca. 93703
A Subsidiary of First Northwest Industries

U.S. patents 2,932,509; 3,116,062; 3,653,659 and 3,649,008



Universal Gym Equipment Dept. RM 11/75
☐ Please send additional information.
☐ Please send (at no cost) a sample layout, for a room (size)_____
Approximate total number of people who will be using the equipment _____

Name _____
Company _____
Street Address _____ Phone _____
City _____ State _____ Zip _____

Copyright © by Universal Gym Equipment, 1975.

CIRCLE READER SERVICE CARD NO. 16

EXECUTIVE DIRECTOR
MICHAEL A. FRYER

PRESIDENT
WILLIAM B. DeCARLO, CIRA
Xerox Corporation
Rochester, New York

PRESIDENT-ELECT
ROY L. McCLURE, CIRA
Lockheed-Georgia Co.
Marietta, Georgia

VICE-PRESIDENTS
MARK ARMSTRONG, CIRA
Xerox Corporation
Dallas, Texas

HOWARD BUNCH, CIRL
First National Bank of Denver
Denver, Colorado

KIRK T. COMPTON, CIRA
Eastman Kodak Company
Rochester, New York

ARTHUR L. CONRAD, CIRA
Flick-Reedy Corp.
Bensenville, Illinois

STEVE WALTZ, CIRA
Cummins Engine Company
Columbus, Indiana

RICHARD H. WILSMAN, CIRA
Johnson Wax
Racine, Wisconsin

IMMEDIATE PAST PRESIDENT
MILES M. CARTER, CIRA
McLean Trucking Co.
Winston-Salem, North Carolina

TREASURER
RICHARD BROWN
Texas Instruments, Inc.
Dallas, Texas

DIRECTORS
SR. JOSE EMILIO AMORES
Dinamica Industrial Monterrey
Monterrey, N.L., Mexico

MICHAEL T. BROWN, CIRA
R. R. Donnelley & Sons
Chicago, Illinois

ELIZABETH F. BURCHARD, CIRL
Northwestern Bell Telephone Co.
Omaha, Nebraska

SERVANDO BUSTOS
Ladrillera Monterrey, S.A.
Monterrey, N.L., Mexico

VON E. CONTERNO
Pratt & Whitney Aircraft Club, Inc.
East Hartford, Connecticut

JOE CORRIGAN
Danly Machine Corp.
Chicago, Illinois

A. B. CUNNINGHAM
Groves Thread Co.
Gastonia, North Carolina

NELSON ELLSWORTH
Province of Nova Scotia
Halifax, Nova Scotia, Canada

JACK FRAIN
McDonnel-Douglas Corporation
St. Louis, Missouri

GEORGE GRIGOR, CIRA
Kodak Canada, Ltd.
Toronto, Ontario, Canada

EDWARD C. HILBERT
Battelle Memorial Institute
Columbus, Ohio

L. E. LUEDKE, CIRA
Wisconsin Gas Company
Milwaukee, Wisconsin

RAY MENDOZA, CIRA
Convair Recreation Assn.
San Diego, California

EUGENE MILLER, CIRA
Michigan Bell Telephone Company
Detroit, Michigan

GEORGE MULLEN
Frigidaire Employee Recreation Association
Dayton, Ohio

BRENDA PAYTON
New York Stock Exchange
New York, New York

ELLIS RHODES, CIRL
Solar Employee Recreation Assn.
San Diego, California

DAVE SHANKER
Shanker Industries, Inc.
Cleveland, Ohio

L. C. WARD
Owens-Corning Fiberglas Corp.
Toledo, Ohio

TERRE YODER
General Dynamics Recreation Association
Fort Worth, Texas

ANDREW ZADANY, CIRA
Corning Glass Works
Corning, New York

recreation management

Volume 18, Number 9

contents

2 **Note from the Editor**

10 **Cover story: Recreation for 30,000 sailors**
by LTJG Carol Couvaris, USNR

44 **Illuminating ideas**
by Wallace A. Weld

54 **Sharing facilities**
by Robert E. Dispenza

departments

4 **NIRA News**
8 **News in Brief**
14 **Associate Profiles**
16 **Company Profile of Lockheed-Georgia**
by Roy McClure, CIRA
49 **Travel Spotlight on Japan**
53 **NIRA Information Center**
56 **New Products**
58 **Constructive Comments**
by Anthony W. Kotz
59 **Good Things to Read**
60 **Names in the News**
60 **Ad Index**

PUBLISHER
Michael A. Fryer
EDITOR
Mary P. Morris
PUBLICATIONS ADVISORY BOARD

ARTHUR L. CONRAD
(CHAIRMAN)
VICE PRESIDENT,
Public Relations
Flick-Reedy Corp.
Bensenville, Ill.

JOHN McGEHEE
DIRECTOR OF PUBLIC RELATIONS
Kiwanis International
Chicago, Ill.

TOM REID
DIRECTOR OF PUBLIC AFFAIRS
Illinois Manufacturers Association
Chicago, Ill.

MELVIN C. BYERS
CORPORATE COORDINATOR OF
PERSONNEL ACTIVITIES (RET.)
Owens-Illinois, Inc.
Toledo, Ohio

MICHAEL P. DINEEN
PUBLISHER
Country Beautiful Corp.
Waukesha, Wisc.

JAMES D. HESSMAN
NEWS EDITOR
Seapower Magazine
Washington, D.C.

Published monthly, except combined issues in December-January and May-June, by the National Industrial Recreation Association, 20 N. Wacker Drive, Chicago 60606. (312) 346-7575. Sixty days notice in writing with old and new zip codes is required for uninterrupted service in the case of address changes. Subscription rates are $5 annually or 50¢ per issue. Views expressed by contributors do not necessarily reflect the opinion of the association.
Controlled circulation postage paid at New Richmond, Wisconsin 54017. POSTMASTER: send form 3579 to 20 N. Wacker Drive, Chicago 60606.

Note from the Editor . . .

Let us hear from you.

At NIRA headquarters in Chicago, the staff is continually trying to anticipate the needs of members across the country. We do our best to reach NIRA people from all regions and from every size of company. We wish we could hear more from you.

As new Editor, on board full time beginning this Fall, I want to hear your comments about *Recreation Management*. What do you like? What disappoints you? Which features or departments would you like to see expanded, added, or dropped? Which news and information is most important to you? Do you and your staff need more "How to" articles? Would you like to hear from a greater variety of contributors? Would you like to know more about a specific topic? Please drop us a note and let us know how you feel.

We are glad that general reactions to this year's issues of the Magazine have been favorable. We plan to follow this basic format again in 1976. This will mean 10 issues of *RM* (December-January and May-June are combination issues). Each issue is devoted to a special area of interest to NIRA members. Our schedule is planned a year in advance. Articles to be considered for publication must reach us by the 5th of the month preceding the issue for which they are intended. (An article for the September issue, for example, should be delivered by August 5.)

Although we do our best to tap the varied resources of which we are immediately aware for material, we occasionally miss a good story because news of it has not reached the Chicago office.

Below is our editorial schedule for 1976. If you feel that your company, or another company you know, may have news or a feature to contribute on any of the topics we plan to cover, please write or call us **two to three months** before the story deadline for that issue, so that we may discuss the story possibilities and be able to plan for possible inclusion in the Magazine.

Issue/Topic	Story Deadline
February: Travel	January 5
March: Sports	February 5
April: Employee Services	March 5
May/June: Conference & Exhibit	April 5
July: Fitness	June 4
August: Recreation Administration	July 6
September: Travel	August 5
October: Hobbies	September 6
November: Facilities	October 5
December/January: Trends	November 5

Please feel free to contact us with your comments, criticisms, and suggestions. As indicated on the title page, our address is 20 N. Wacker Dr., Chicago, Ill. 60606. Our phone is (312) 346-7575.

Let us hear from you.

professional services directory

Kotz Schneider

LAND AND RECREATION PLANNING AND DESIGN

ONE MONY PLAZA • SYRACUSE, NEW YORK 13202 • 315/475-4157

CIRCLE READER SERVICE CARD NO. 17

recreational planning · programming · design · consultation

Hugh G. Goldsmith & Associates, Inc.

512 LYON BUILDING SEATTLE WA. 98104 (206) 622-1080

CIRCLE READER SERVICE CARD NO. 18

dlh DEHART, LANDS & HALL

planning / analysis group

631 LYON BUILDING SEATTLE WA. 98104 (206) 682-1925

tpa services

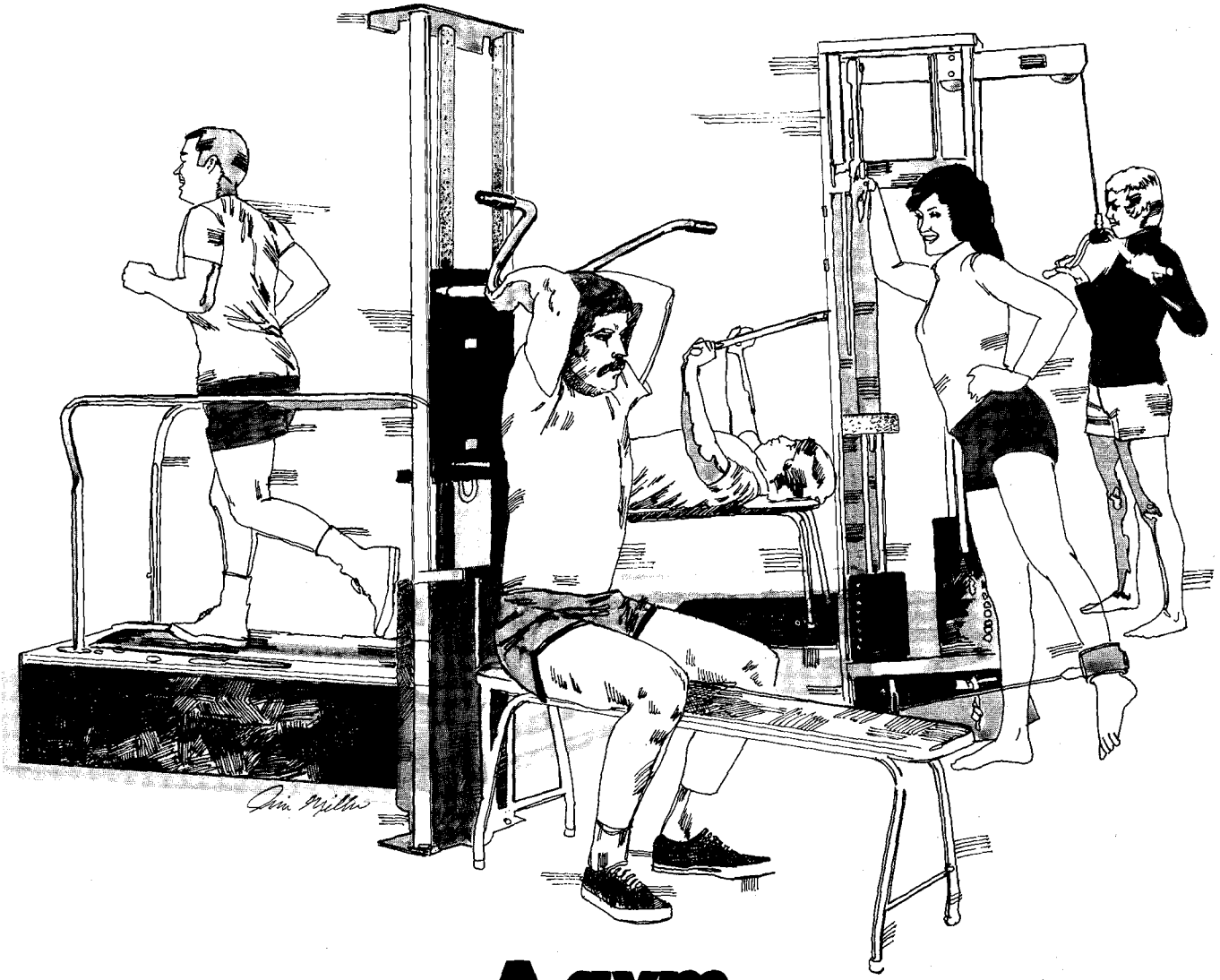
ARCHITECTURE ENGINEERING PLANNING

Feasibility Studies - Design - Construction Supervision - State, Regional and Community Parks and Recreational Facilities

CIRCLE READER SERVICE CARD NO. 19

100 BROADWAY, NORTH HAVEN, CONNECTICUT 06473 TEL. (203) 239-5671

[illegible] one thing every Tom, Dick and Harriet needs.



A gym.

Because a physical fitness center pays off. For the employee. For their family. For you. It releases tension. Improves cardio-respiratory tone. Trims excess weight. Builds endurance.

And Marcy modules help you build a gym to precisely fit your budget and your space. For instance, our MACH I™ does 17 major barbell exercises, yet takes up only 37″ of wall space and six inches of floor space!

We offer a 16 station Circuit® Trainer, a Gym King, 2, 3 and 8 station Master Gyms, Quad Pulleys, plus exercisers and conditioning equipment of all kinds. Even complete gym packages and design service.

The price you pay is surprisingly little. And the rewards in employee morale and good health will astonish you.

Send now for our free 64 page color catalog.

MARCY® GYM EQUIP. CO.

1736 Standard Ave., Glendale, Calif. 91201 (213) 247-6611

Copyright® Marcy Gym Equipment Company 1975. All Rights Reserved.

CIRCLE READER SERVICE CARD NO. 20

FORT LAUDERDALE, FLORIDA

THE beach club HOTEL



Special Industrial Rates

Catering to individual, couple and family vacationers.

Please write for information.

Jack Lindeman
3100 North Ocean Boulevard
Ft. Lauderdale, Florida 33308
Area Code 305 - 564-8502

Our Own Private Beach

CIRCLE READER SERVICE CARD NO. 21

Manufacturers • Importers • Distributors

of

TOYS • INDUSTRIAL PREMIUMS • PARTY FAVORS • SPECIALTIES • BINGO EQUIPMENT & SUPPLIES

SHANKER

INDUSTRIES INC.

Dave Shanker
1640 SUPERIOR AVENUE
CLEVELAND, OHIO 44114
(216) 241-3817

CIRCLE READER SERVICE CARD NO. 22

nira news

Six Flags marks record attendances

Six Flags over Texas announced that it has completed its most successful summer season. The park's total attendance through Labor Day exceeded 2,023,000. Six Flags will remain open, on a limited weekend schedule, through November.

Attendance hit the 2,000,000 mark on August 31, two weeks ahead of the 1974 pace. Through Labor Day, Six Flags showed an increase of more than 58,000 visitors over the same period last season, and more than 15,000 ahead of the all-time record year, 1973.

General Manager Dan Howells said, "One of the most pleasing aspects of the summer season was the fact that our attendance was up from all areas of the nation as well as the local region. Our parking lot surveys tend to support the idea that Arlington (Texas), and the Metroplex as a whole are becoming increasingly popular vacation destinations."

Astroworld, a division of Six Flags in Houston, Texas, also ended the summer season with a big increase in attendance. The park's record-breaking attendance was up eleven per cent over the 1974 operating year. The park became a part of the Six Flags group in May of this year.

On August 24, Astroworld's one millionth guest passed through the turnstiles. Astroworld ended its 1975 summer operating season with record attendance for Labor Day weekend, with almost 45,000 guests visiting the park during the four-day period.

Said Astroworld President and General Manager Bill Crandall, "We are extremely pleased with the terrific public acceptance of our new look and the new attractions at the park this year. We accredit our increase in attendance to the new attractions, such as three new rides, new shows, and of course, our Bicentennial attraction, Horizons '76."

Like Six Flags over Texas, Astroworld will remain open during weekends through November.

TRW radio ad applauds employee recreation

It has become traditional on WASK Radio in Lafayette, Indiana, for Ross Gear, a division of TRW, to sponsor the popular all-star basketball tournament between Indiana and Kentucky high schools. This year's ad draws attention to Ross Gear's fine recreation program, while giving a good public relations message to the community:

"Ross Gear — a division of TRW — recognizes the importance of a happy, healthy, active employee team! Sports do play an important role in the lives of the men and women at Ross Gear. Basketball, softball, bowling, tennis, golf, and horseshoe pitching are just a few of the activities available to the employees of Ross Gear. And when the people of Ross are not involved with activities such as these, you will likely find them taking roles in United Fund campaigns, YMCA, YWCA, Junior Acheivement, Boy Scouts, Girl Scouts, and numerous other civic and community activities. Ross is proud of their employees — both in their work and civic contributions. Ross Gear — an equal opportunity employer and a good place to work — with good people. Ross Gear, a division of TRW."

Sandra Stinebaugh of Ross' Personnel Division, says that the ads are intended primarily for public relations, although they could be included in an applicant recruitment program. They are written by the

Personnel Division and forwarded to WASK for polishing. Stinebaugh feels that the public relations value of the messages will insure their continued broadcast. Ross employs about 700 people.

Holiday/Eastern winter diving tours

For the scuba divers — or interested beginners — in your recreation club, Holiday Inns' "Sun Prize" vacation packages might just fill the bill. Offered in cooperation with Eastern Airlines, the packages feature a choice of stays at the Holiday Inns of Paradise Island, Nassau; Freeport, Grand Bahama Island; Montego Bay, Jamaica; and Aruba, Netherlands Antilles. All packages include advance instruction by experienced professional divers.

Offerings are for four-day and eight-day excursions, effective December 16, 1975 through April 25, 1976. Rates are based on per person, double occupancy.

The Holiday Inn Freeport "Sun Prize Diver" package includes an introductory dive to coral reefs, a 50-foot dive on a hydrolab, hand fish-feeding, a deep dive to 250 feet, and a mystery dive. Prices range from $132 for four days to $291 for eight days. More trips are offered to other Caribbean diving sites, including an excursion for experienced divers only to the many coral reefs off Montego Bay. Side trips to tourist attractions and in-house entertainment are also included.

For more information on these and other "Sun Prize" packages, contact Caribbean Holiday Inn Resorts, Miami Mail Service, 1180 N.W. 159 Drive, Miami, Fla. 33169 — or contact the nearest Holiday Inn or Eastern Airlines Reservation Office.

Athletes fine students, Naval study shows

A recent study of athletes at the U.S. Naval Academy, Annapolis, Maryland, confirmed that participation in varsity athletics does not diminish a student's academic performance. The study noted, in fact, that men who participated seriously in athletic activities earned substantially the same grades as their non-athletic classmates, while topping them in all physical education courses.

The study, conducted by NIRA Executive Director Michael Fryer, compared lettermen in the graduating class of 1974 with their non-athletic colleagues. Since the athletes performed equally with their non-athletic classmates off the field and had the additional benefit of athletic training, the study implied, those who participated seriously in sports actually gained more from their total experience at Annapolis.

Further information about the study may be obtained by writing NIRA Headquarters.

continued on following page

GOLF

FLORIDA'S GREAT TOURS

$85.50* Per person double occupancy

4 DAYS—3 NIGHTS

That's the golf package at the Holiday Inns in Orlando. Six great locations.

Includes greens fees, carts, and a variety of new challenges on three PGA Championship courses. **Orange Tree:** bordered by orange trees and tall pines. **Rosemont:** most beautiful 6,578 yards, par 72, in Central Florida. **Poinciana:** by Devlin/Von Hagge, site of Florida PGA Open.

You'll enjoy a spacious room, a square breakfast every morning, superb dinner every night, and old-fashioned friendly service.

Call or write:
(305) 849-6280
Holiday Inns of Orlando
4045 South Orange Blossom Trail
Orlando, Florida 32805

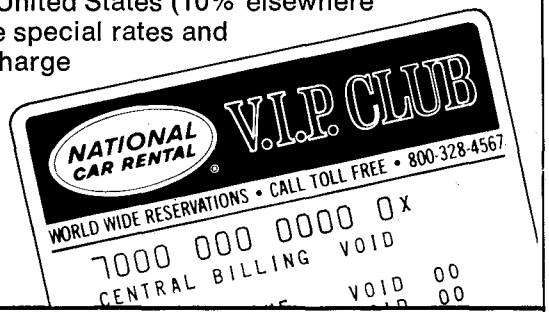


*Rates subject to change.

CIRCLE READER SERVICE CARD NO. 23

National Car Rental offers a 20% discount (10% internationally) to all the members of the National Industrial Recreation Association

Each member of your group may qualify for National Car Rental's V.I.P. Card that automatically entitles them to a whopping 20% car rental discount in the United States (10% elsewhere — except in Canada where special rates and terms apply). Plus V.I.P. charge privileges at National Car Rental Truck Rental & Leasing locations, Hilton Hotels, and Rodeway Inns. And don't forget — we offer S&H Green Stamps on U.S. rentals.



Send coupon to:
Wayne Herberger, Manager
Group & Convention Sales
National Car Rental System, Inc.
5501 Green Valley Drive
Minneapolis, Minnesota 55437

TILDEN Rent-a-car
europcar
NATIONAL CAR RENTAL



We feature General Motors cars

Clip the coupon below and return it to us for complete details. Your fellow Association members will thank you.

Please send me _____ V.I.P. Credit Card application forms.

Name_____
Title_____
Company_____
Address_____
City_____ State_____ Zip_____
Phone_____

NATIONAL CAR RENTAL — National Car Rental

CIRCLE READER SERVICE CARD NO. 24

NIRA Newsnotes . . . Norwegian Caribbean Lines announced recently that it has resumed weekly calls at Puerto Plata, Dominican Republic. Operational difficulties had forced Norwegian to drop the port from its itinerary. . . . **Hyatt Corporation** has assumed management of the 200-room Carriage House Hotel in the Westwood Village district of Los Angeles. Hyatt will manage the hotel under the name Westwood Hyatt House. Hyatt has also taken over operation of the 629-room International Hotel at the Los Angeles International Airport, renaming it "Hyatt Hotel at the Los Angeles International Airport." . . . **Champion Products,** manufacturer of sportwear, has signed a leasing agreement with C. Otoh and Co., Ltd. a major Japanese trading firm. The five-year, renewable agreement will open the Japanese market for Champion-brand uniforms, physical education wear, campus and casual wear. . . . Big news is coming in the near future about a new Associate member, **Warner Brothers,** and an exciting film distribution program for NIRA member-company employees.

MARK IO LTD.

It's you give them superb travel at new low prices.

Check out these great land-package rates:

Las Vegas
(3 days, 2 nights) . . . from $43.00*

Disney World
(4 days, 3 nights) . . . from $78.00*

East Africa
16 days . . from NYC $1,399.00*

Special Group Rates
(*per person, double occupancy)

Send for complete details on these or other destinations – including lowest available air-fare rates or call (312) 440-1990

MARK IO LTD.
919 No. Michigan Avenue
Chicago, Illinois 60611

CIRCLE READER SERVICE CARD NO. 25

Thank-you for your interest, but . . .

FREE READER INQUIRY SERVICE

FOR MORE INFORMATION

from the advertisers in this issue, or on the new products mentioned, circle the corresponding number on this card, fill out completely, and mail. We'll do the rest!

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25
26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47
48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69
70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91
92 93 94 95 96 97 98 99 100 101 102 103 104 105 106 107 108 109
110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125
126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141
142 143 144 145 146 147 148 149 150 151 152 153 154 155 156 157
158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173
174 175 176 177 178 179 180 181 182 183 184 185 186 187 188 189
190 191 192 193 194 195 196 197 198 199 200 201 202 203 204 205

Please print or type. Fill out completely.

Name: _____ Title: _____

Company: _____

Address: _____

City: _____ Zip: _____

Telephone: ( ) _____

Number of Employees at your organization: _____ NIRA Member? _____

IMPORTANT! Write in the date of issue of this magazine _____

☐ Please send me information on NIRA membership.

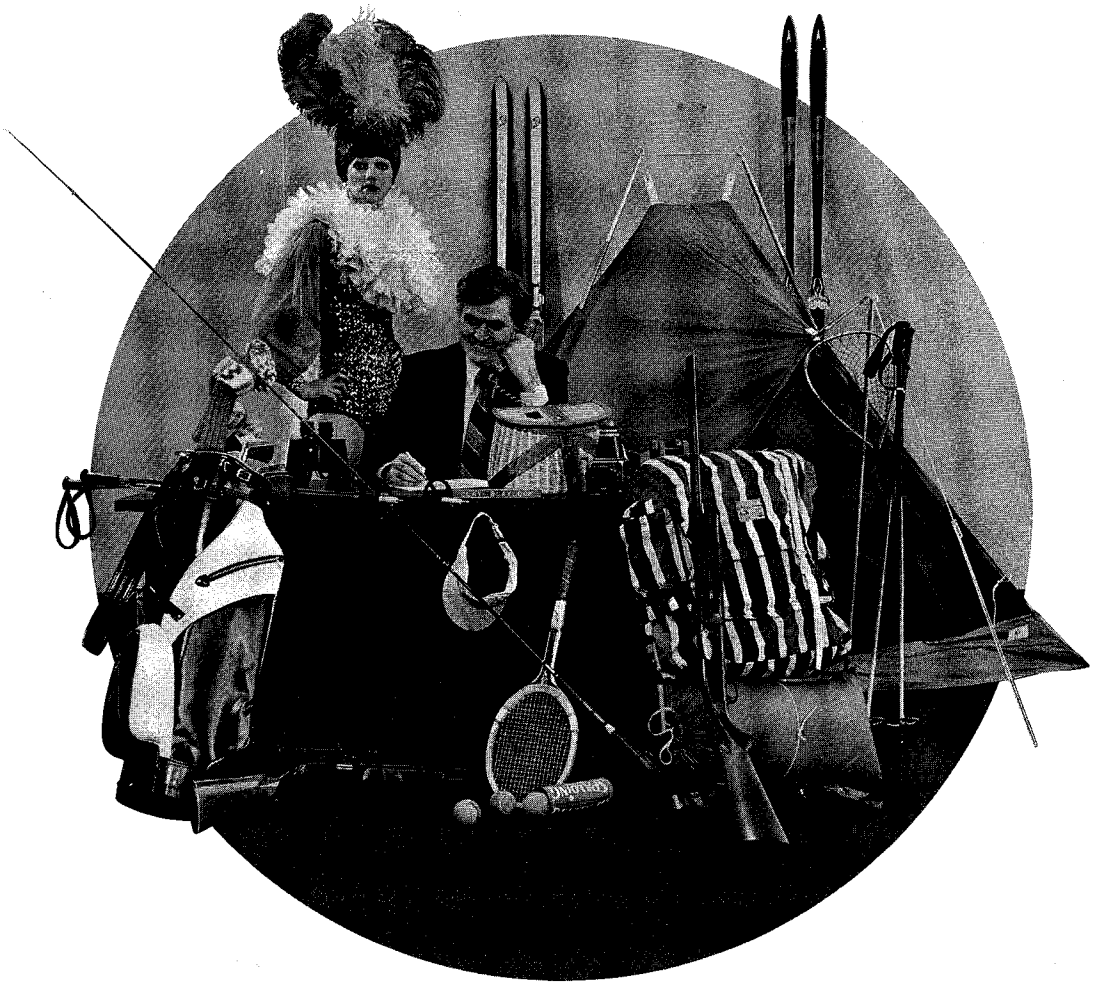
. . . Who are you?

You would be surprised how many Reader Service cards we receive each month, without some vital piece of information. Many readers, in their haste to learn more about an advertiser or "New Product", forget to give us the "leads" we need to service their requests.

Nearly everyone remembers to circle Reader Service card numbers at the top of the card. But some forget to tell us which issue of *RM* they are thinking of. Others neglect to fill in their names and addresses. In either case, our members lose the chance to learn more about important products and services.

So, please, remember to double-check your Reader Service card before you send it to us. Make sure to:

1. Circle the numbers corresponding to the advertisements or "New Products" which interest you.
2. Write in the date of the issue of *RM* in which you saw the ad or "New Product".
3. Complete the mailing section of the card, including your name, title, company, address, and telephone number.



Feat of Clay... helping you plan pleasure trips to Frontier Country.

Frontier Airlines' Clay Blaylock works year round to get group vacations off the ground. Recreation directors of many of America's leading companies, employee clubs and other groups count on him to point them in the right direction.

Direction? To Las Vegas for the shows and casinos. To National Parks like Yellowstone, Canyonlands and Grand Teton—Frontier flies to 12 of them! Wintertime—to more than 50 great ski areas in the Rockies—Crested Butte, Jackson Hole and Vail for starters; or to sunny Phoenix or Tucson to thaw out.

Scores of money-saving packages are described in Frontier's colorful tour brochures—2 nights to 2 weeks. And Frontier group airfares save you a bundle going and coming: 10 to 19, 20% off; 20 to 39, 25% off; 40 or more, 30% off. Vacation Excitement begins with your Professional Travel Agent, or for instant information, call Clay Blaylock toll-free at 800-525-1138.

discover the new Frontier



First class legroom at coach prices

Employee Activities Director:

HOWARD COUNTY MARYLAND

presents
Diversified Programs of Activity
and
Wide Choice of Accomodations

for

Week-end GROUP VACATIONS

via

AIR · AMTRAK · BUS

Write for Packet of

INFORMATION

Walter A. Henley

County Office Building
Ellicott City, Maryland 21043

CIRCLE READER SERVICE CARD NO. 27

Rent A Car in Vegas!

FOR VOLKSWAGENS $1

FORD PINTOS $3.50 COMPACTS (Auto. Shift) $6

IMPALAS MUSTANGS $13 CADILLACS WAGONS $19

PER 24 HOURS PLUS MINIMUM MILES

BROOKS

735·3344

For Reservations Call Toll Free

(800) 634-6721

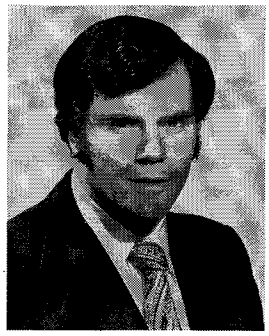
FREE AIRPORT & HOTEL PICKUP
OPEN 24 HOURS
FOUR LOCATIONS

NEVADA'S LARGEST SINCE 1958

CIRCLE READER SERVICE CARD NO. 28

news in brief

First fitness directors' national conference



Brent Arnold

The American Association of Fitness Directors in Business and Industry (AAFDBI) held its first annual conference on October 16 at the Sheraton-O'Hare, North, in Chicago. **W. Brent Arnold,** a recreation director and NIRA member from Xerox Corporation in Leesburg, Virginia, is Vice President of Communications for the group.

The AAFDBI was founded three years ago with a four-point purpose in mind:

1. To provide a professional association to assist the quality of development of fitness programs in business and industry.
2. To cooperate in the national program of the President's Council on Physical Fitness and Sports.
3. To create an increased awareness of the importance of initiating and maintaining a high level of physical, emotional, and mental health.
4. To aid in the development of programs in order to insure a high level of physical, emotional, and mental health.

Over the next few years, the AAFDBI hopes to become thoroughly organized and to draw new members from the ranks of fitness directors across the country. Members presently number about fifty.

The Association plans to work toward establishing uniform standards for physical fitness directors, including the development of training programs for such professionals. Members have established a research committee to gather, organize, and disseminate information about industrial fitness programs. The Association also plans to act as a consulting and referral center for fitness programs and to publish educational materials on the topic.

Arnold, who has been instrumental in publicizing the AAFDBI, hopes that NIRA and the new fitness association can work closely in the future to promote quality fitness programs for industrial and business employees. **Howard Thornburg,** Assistant Director of Membership, Promotion, and Services for NIRA, is a member of the AAFDBI.

For more information about the AAFDBI, contact Brent Arnold, Xerox Corporation, P.O. Box 2000, Leesburg, Virginia (703) 777-8000.

Majority of OTC programs OK'ed by CAB

The vast majority of One-Stop Tour Charter (OTC) programs submitted to the Civil Aeronautics Board (CAB) earlier this Fall have been approved. The OTC's may carry 40 people or more direct to their destination (without interim stops) for an air and ground package price at least 110% of the lowest flight-only price charged by a major scheduled carriers. Regulations allowing for the OTC went into effect in mid-September.

The most popular packages submitted thus far have been for tours to Las Vegas, Honolulu, and Colorado ski resorts. Several Caribbean tourist associations have protested the recent ruling which requires that minimal groups of 40 passengers on OTC's must use the same ground accomodations.

Mixed league bowling increases during '74-'75

An analysis of American Bowling Congress membership figures for 1974-75 shows that more and more men are enjoying the game in mixed competition. The final league figure of 126,827 included 75,669 mixed leagues and only 51,159 all-male leagues. Just five years ago, 51% of ABC leagues were all-male. The most recent statistics show that proportion has shrunk to just over 40%

The figures show that more men are bowling in the traditionally mixed summer leagues. Even so, mixed leagues now dominate winter, as well as summer, competition. The ABC refrains from speculating about why the men seem to have changed their minds about bowling with "the boys."

College awards tennis teaching degree

Perhaps, with the surge in tennis enthusiasm, it had to happen. If you are devoted body and soul to tennis, you can now earn an Associate in Applied Science (A.A.) degree in recreational leadership, with a special emphasis on teaching tennis. The forerunner of what may be a new trend is Tyler Junior College in Tyler, Texas.

According to Fred Kniffen, tennis instructor in the school's recreation leadership department, graduates will be prepared to lead tennis-centered or tennis-related programs for city parks departments, private clubs, or therapeutic centers.

CLASSIFIED

RATES: regular type — 20 cents per word; bold face type — 30 cents per word. Copy must be received by the 5th of month preceding issue in which ad is desired.

REPRESENTATIVES WANTED, Nationally, to sell Saunas, Gym & Recreational Equipment, to New Construction and Clubs, sales range from $4,000 to $40,000. MacLevy is largest manufacturer: provides inquiries, leads and Sales Kit. Write MacLevy, President, Lake Iosco, Haskell, N.J. 07420, Tel. (201) 835-5388.

YOU READ THE ADS

You read the ads in RECREATION MANAGEMENT not merely because they are colorful and attractive, but because they have something to say to you—in word and picture—that is extremely important to you.

The ads are news.

They bring you information about products and services which dependable business firms make available to your program—and which your program needs.

More than that, our advertisers believe that RECREATION MANAGEMENT is an effective selling tool to reach you.

So, when you communicate with them, take a moment to let them know that you appreciate their support of, and participation in, NIRA—and that you read their advertisement in RECREATION MANAGEMENT.

BILL DE CARLO
President
National Industrial
Recreation Association

Recreation for 30,000 sailors

Great Lakes Naval Training Center is the size of a small city. The Base's Special Services organization builds recreation programs that think big — including a new $2 million Bowlarium.



By LTJG Carol Couvaris, USNR

THE new Bowlarium is a long sought after recreation facility at Great Lakes Naval Training Center. The 35,000 square foot facility will not only modernize bowling for Base personnel and their families, but it will also house a 21-table billiard parlor and a deluxe 27-table cocktail lounge. The 32 new lanes are scheduled for completion on December 1, 1975. Participation is expected to reach 175,000 bowlers per year.

Money for construction of the Bowlarium comes from the Navy's central recreation fund. These are funds derived primarily from Navy Exchange profits and fees, and charges levied for the use of certain facilities, equipment, or services. The total Bowlarium project costs $2 million. The project is the first of several to make Camp Barry the recreational center for the Base.

"Bowling at Great Lakes is a sport involving the entire family, from age 5 to the elderly years," said Earl Laube, Bowling Branch Officer on the Base. The new Bowlarium will meet the great demands for bowling facilities on base and should increase participation by 40%.

"The modernization of bowling, with its automatic pinball setters, its reasonable costs, and its family participation have all contributed to bowling's popularity at Great Lakes," stated Mr. Laube. Intramural and league bowling are both available. The mixed leagues for husbands and wives have grown from 20% to 70% of total participation. On Saturdays, the parents gladly volunteer to coach and assist in scorekeeping for the junior leagues which cover age groups 5-11 and 11-18. The new Bowlarium will be added to the many other recreational facilities at Great Lakes which offer individual and family participation in leisure activities.

Our purpose

Great Lakes is a 1,600-acre base, with twenty different commands, located 40 miles north of Chicago on the west bank of Lake Michigan, near Waukegan, Illinois. Two-thirds of the Base complex is composed of the Naval Training Center. Annually, 30,000 recruits complete basic training and 30,000 people are trained technically at Great Lakes. The average age here is 21 years. The 34,000 military people, civilians, and dependents create at Great Lakes the recreational needs of a small city.

The Purpose of the Special Services organization at Great Lakes is to provide recreation for Navy personnel — from seaman recruits to admirals — and their dependents. The organization is designed to develop a varied program of wholesome and constructive off-duty leisure activities which will contribute to the mental and physical well-being of participants. The accomplishment of this purpose is essential to the effective management of human resources within the Base. To meet the needs of 34,000 people, the Great Lakes Special Services staff employs 38 full-time civilians, 55 part-time employees, and 64 military people. Only ten years ago, Special Services programs consisted mainly of intramural sports and bowling. Since then, a wide variety of programs and recreational facilities has grown to meet the needs of the entire family at Great Lakes.

Intramural sports

This is the largest Special Services project at Great Lakes. The program gives military personnel and their dependents the opportunity to participate in sports activities on a competitive basis. The sports include bowling, football, basketball, volleyball, softball, golf, and sailing.

Basketball and volleyball teams compete in the Base's gymnasium, which offers 32,000 square feet of floor space. The gymnasium is also equipped with a karate and judo room, a sauna, and a weight room, as well as gymnastic and tumbling equipment.

Sailing on Lake Michigan is another fast growing sport at Great Lakes. There are 32 residents' sailboats ranging in size from 14 feet to a sloop. The sailing center offers programs for pleasure sailors from beginners to master skippers.

Recreational facilities

The 18-hole golf course at Great Lakes serves 17,000 patrons per year. It includes a club house, a driving range, and a restaurant. There are three motion picture theatres on Base. One operates full-time, with a 1,804 seating capacity, and two are open part-time. The theatres enable military people to see the most recent movies at a reduced cost.

Swimming is another popular sport, especially in the indoor swimming pool during the winter months. Swimming in Lake Michigan and using the beach front picnic area are popular activities for many Great Lakes residents throughout the summer. The outdoor swimming pool is also a favorite spot for sun bathers and swimming enthusiasts. Approximately 75,000 people participate each year in swimming activities.

Great Lakes maintains more facilities for the entire family. They include an indoor roller rink with rental skates, eight outdoor and three indoor tennis courts, two billiard parlors which are popular with 110,000 participants every year, a trap range, indoor handball courts, and an indoor miniature golf range.

Two especially significant facilities offer more than most private businesses can afford to provide. The station library, for one, contains 32,000 volumes. The gear locker check-out offers complete loan equipment for camping and fishing as well as a good supply of winter sports equipment.

The recreation building at the Recruit Training Center creates a pleasant social center with reading lounges, billiard and ping-pong tables, color TV, and a music room where young recruits can hear their favorite popular records.

Organized tours and low-cost tickets for cultural and sports activities in Chicago are also available for military personnel and their dependents through Special Services.

continued on following page





Top: An active day at the Naval Base child care center, Bottom: Construction on the new Bowlarium

TEAM-UP WITH THE LEADER



King Louie®

THE NUMBER ONE NAME IN BOWLING APPAREL

Bowling is one of the most popular employee activities. You know that, and we know that.

For over 33 years, King Louie has offered the finest line of bowling apparel to be found anywhere. We're the leader because we consistently deliver top quality, high fashion styling and wearing comfort in everything we make.

If your company already has an active bowling program, or is just starting one, team up with the leader...King Louie.

King Louie available through your local bowling apparel dealer, or write us for dealers in your area. We also have an excellent line of Pro Fit Nylon Jackets.

King Louie®

King Louie International, Inc.
Department RMS
311 West 72nd Street
Kansas City, Mo. 64114
(816) 363-5212

CIRCLE READER SERVICE CARD NO. 29

Children's Programs

The Base's Child Care Center gives parents a safe, well supervised place in which to leave their children while they work or participate in leisure activities. Three specialized programs at the Center are directed toward infant, pre-school, and school aged children, respectively.

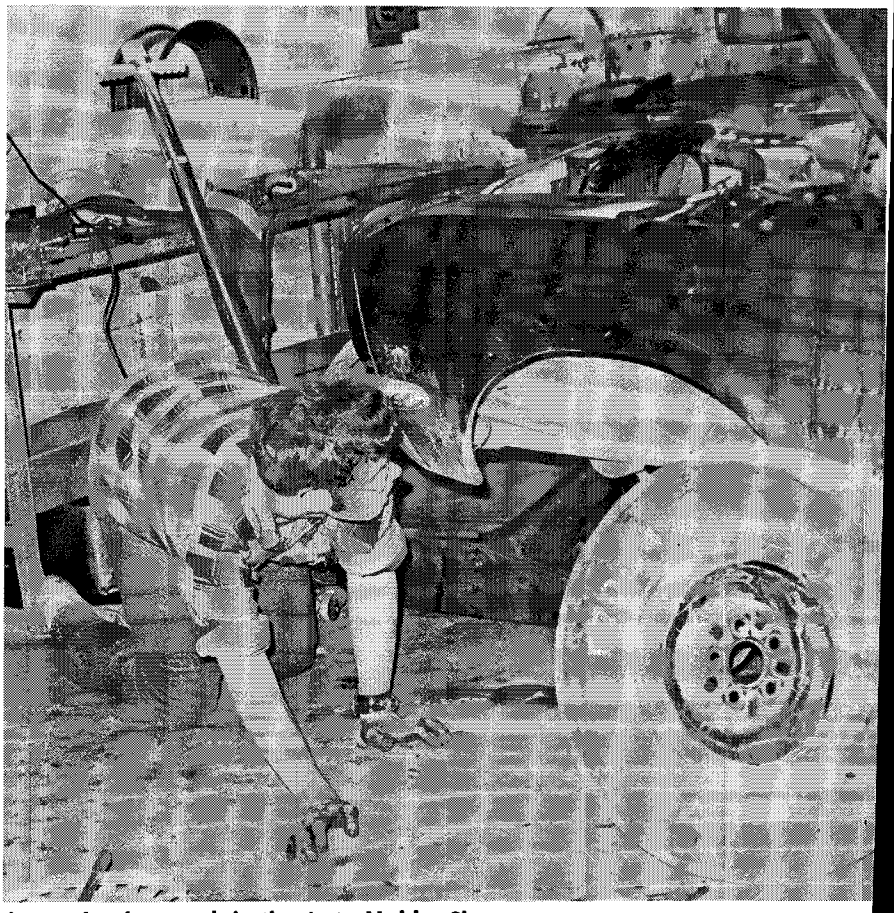
The summer fun program established for Great Lakes children offers all the excitement of summer camp. The children's vacation days are filled with baseball, sailing, archery, tennis, volleyball, basketball, roller skating, bowling, ceramics, arts and crafts, swimming, and golf.

Hobby Shops

The Auto Hobby Shop enables military people on the Base to repair their own cars. It includes 28 stalls and a variety of tools for independent use. 14,000 people use the shop every year. A new Electronic Hobby Shop offers modern facilities for the repair and building of video and audio equipment. Other hobbiests enjoy building furniture in the Wood Working Hobby Shop. An Arts and Crafts Hobby Shop, supports lapidary arts, candle-making, leather-working, and copper enameling. With 25,000 people participating per year, the Base Ceramic Hobby Shop is particularly popular with family members. A fulltime instructor in on duty to assist.

Building Program

Traditionally, Camp Barry, part of the original Naval Training Center, functioned as the center of recruit receiving activities. Since the recruit processing function has been almost entirely relocated, Camp Barry has been converted to an indoor/outdoor recreation center for the entire Base. Camp Barry is centrally situated with pleasant landscaping and large trees, suffi-



A man hard at work in the Auto Hobby Shop

cient parking, little automobile traffic, and plenty of space for new construction. Fortunately, the older buildings are structurally sound for easy conversion into recreational facilities.

The headquarters for Special Services, the gear locker check-out, and the audio-visual repair shop have been recently moved to Camp Barry. The picnic grove, the Arts and Crafts Hobby Shop, two indoor tennis courts, the Electronic Hobby Shop, and the Bowlarium have been created on the site. The Ceramic Hobby Shop and the Wood Working Shop have been proposed for removal to Camp Barry. Also proposed is construction of two outdoor handball courts and an outdoor swimming pool. In various stages of planning, design, and financing are an indoor swimming pool and additional outdoor playing fields in other areas of the Base complex.

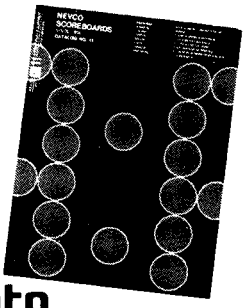
Great Lakes Naval Training Base is a city in many ways. The Special Services staff will continue to maintain and expand the many recreational facilities necessary for the people who live and work here. □

LTJG Carol Joann Couvaris, USNR, is a native of Pittsburgh, Pa. She holds a bachelor's degree in journalism from Ohio University and was commissioned from Officers' Candidate School in Newport, R.I. in 1973. She served a two-year tour of duty at the U.S. Naval Communication Station in Nea Makri, Greece. In August of 1975 she reported to the Commander, Naval Training Center staff at Great Lakes as Assistant Public Affairs Officer.



The Billiard Parlor is a popular recreation center.

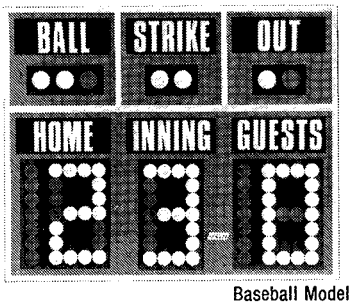
anyone who plans sports facilities should have



the new 1976 NEVCO solid state scoreboard catalog



Basketball Model 2-2000



Baseball Model 2-1001

Twenty-four scoreboards are shown in full color from among the more than 45 totally new scoreboards now offered by Nevco. See and read about these outstanding features:

- exclusive 2-WIRE control cable for truly low-cost and simple installation
- 100% solid state electronics that really work!
- all new styling and lettering for functional display
- simple-to-operate controls for unmatched accuracy
- plus, more standard scoreboard features per dollar than ever before.

Write or call now for your catalog and details.

NEVCO SCOREBOARD COMPANY
215-225 E. Harris Ave. • Greenville, IL 62246
(618) 664-0360 RM-4

Send information and prices on scoreboards for:

○ basketball	○ swimming
○ football	○ wrestling
○ baseball	○ hockey
○ soccer	○ track

○ other_____
○ RUSH—will purchase in 30 days
○ Sponsor—will be purchasing
Name_____ ○ Student
Title_____
School_____
Address_____
City/State/Zip_____
Phone_____

CIRCLE READER SERVICE CARD NO. 30

S.A. Peck's tradition: beating high jewelry prices

Many people have wondered why so many jewelers find it necessary to make profits of 100 to 300% on the merchandise they sell to the public. There are two basic reasons. Firstly, there is an extremely slow inventory turnover. Slow turnover necessitates a high markup while fast turnover allows for a lower markup. When a jeweler must invest his money in an expensive ring for one to two years, for example, the longer-term investment will be reflected in the price of that ring. Secondly, the "blind item" nature of the jeweler's merchandise causes a great deal of skepticism and distrust on the part of the buyer, making most sales difficult, and time consuming.

Over half a century ago, the founders of S.A. Peck and Co. set out to overcome these difficulties. This was accomplished through the establishment of a discount program for employees of large organizations located in the Chicago metropolitan area. Credibility was guaranteed. As members of large organizations, employees were insured of fair and honest treatment. This form of group protection created the trust and confidence necessary to facilitate sales, increase inventory turnover at minimal advertising expense, and therefore allow Peck to offer its merchandise at a wholesale markup.

During the past 50 years, S.A. Peck and Co. has become the leading midwestern diamond importer, with offices in Chicago and Antwerp, Belgium. Peck's small markup on its low importer's cost is due to middleman elimination and a multimillion dollar annual purchasing power. It has allowed employees of thousands of Chicagoland organizations to purchase valuable diamond jewelry at 50% less than what they had been paying for comparable merchandise at their local retail jewelers. Savings of 25 to 50% are offered on non-diamond jewelry, purchased by Peck in large quantities at a lower cost.

Everyone involved in the Peck discount program benefits. The employee has increased his purchasing power. The employer has increased employee goodwill at no expense to the firm; and S.A. Peck and Co. has increased business, further allowing the lowest possible prices to its customers.

S.A. Peck prints a catalogue, which has been distributed by many satisfied Chicago organizations to their offices around the country. Peck's reputation is so well established, that employees of these organizations have ordered items valued at thousands of dollars by phone or by mail. Of course, the merchandise is covered by a written money-back guarantee. Now, similar savings are available via catalogue to employees of organizations across the country. □

CIRCLE READER SERVICE CARD NO. 14

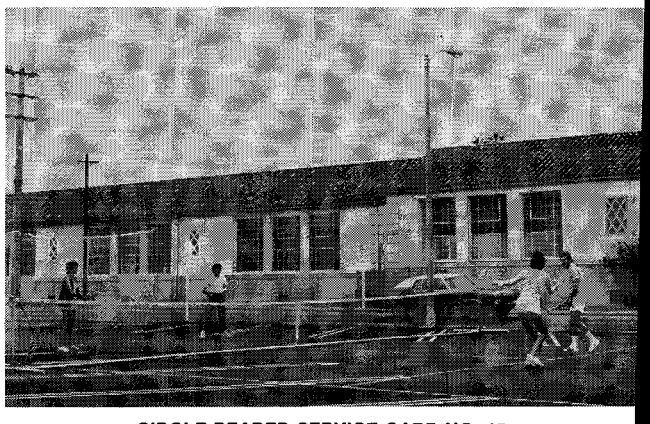
Port-A-Court turns parking lots into tennis courts

Tennis is one of the fastest-growing sports among many segments of the American population. Industrial recreation directors want to bring tennis to their employees but, for many companies, the cost of constructing tennis courts is prohibitive. For those who cannot find private or community courts to share, tennis remains outside the employee recreation program.

Port-A-Court, headquartered in Los Angeles, helps schools, businesses, industry, and associations build their own tennis courts inexpensively. The Port-A-Court concept converts ordinary blacktop parking lots and other existing surfaces into full-sized regulation tennis courts for employee recreation after regular business hours, on week-ends and during holidays — for as little as $1,500, less than 10% of the cost of a conventional court.

Port-A-Court engineers install metal sleeves with safety caps in the parking lot. Supports and other subground installations do not disturb normal use of the lot. Regulation striping is painted on the playing surface. When the parking lot clears of cars, two people install the backdrops and hang the net — all in less than half an hour. The equipment demands less than 40 cubic feet of storage space and can be easily contained in a closet or transported by a station wagon.

Although parking lots are a natural choice for Port-A-Court installation, they are not the only suitable areas. Engineers can survey a prospective client's property to determine the possibility of using other space. Low-cost courts can also be built into the existing roofs of office buildings, the tops of parking garages, the roofs of private apartment buildings, school playgrounds, park lawns, and even gymnasiums. Support materials and sleeves can be installed in a variety of surface materials, including concrete, blacktop, grass, and clay. Port-A-Court unconditionally guarantees all installations, materials, and workmanship for one year. □



CIRCLE READER SERVICE CARD NO. 15



HOBBY SHOWCASE

Conrad Hilton Hotel/Chicago, Ill.

Show Hours

Jan. 25 thru 28, 1976

Sunday Jan. 25th
8:30 AM to 6:30 PM

Monday Jan. 26th
8:30 AM to 6 PM

Tuesday Jan. 27th
8:30 AM to 5 PM

Wednesday Jan. 28th
9 AM to 5 PM

Special Instructions

Please complete all parts
1 Name and address
2 Buyer classification
3 Product interest

We must receive this form before Jan. 9, 1976. It will not be valid at the registration desk.

Children under 16 years of age not admitted

HIA 39th Trade Show/1976

Attach list of additional names.

Name	
Title	
Company	
Address	
City	State Zip

Check classification

1 ☐ HIAA Member Wholesaler
2 ☐ HIAA Member Retailer
3 ☐ Wholesaler
4 ☐ Retailer
5 ☐ Mail Order
6 ☐ Chain Store
7 ☐ Dept. Store
8 ☐ Premium
☐ Other_____
Describe

Please check products you are interested in

a ☐ Model Airplanes
b ☐ Car Racing
c ☐ Collectors Items
d ☐ Crafts & Arts
e ☐ Games
f ☐ Plastic Kits
g ☐ Radio Control
h ☐ Railroads
i ☐ Rockets
j ☐ Science
k ☐ Ship Models
l ☐ Stamps & Coins

Complete this form and return it to Hobby Industry Association of America Inc. 200 Fifth Avenue, New York, N.Y. 10010, No later than Jan. 9, 1976 Badge will be sent directly to you.

CIRCLE READER SERVICE CARD NO. 31

Making it on their own

Lockheed-Georgia employees build their own recreational facilities



Roy McClure

THE Lockheed-Georgia Company's recreation park, better known as "Long Hollow" resembles a bee hive most every summer and it even attracts many fishermen during the winter season. In the South, our summers start early and end late, with many sunny weekends during the winter months that are conducive to camping. Whenever a pretty week-end appears, campers and boaters head for the lake property at "Long Hollow". Throughout summer months, both the Boat Club and the Campers' Club plan scheduled outings where all members join together for feasting and recreation activities, including contests for the children. At most any time there is a gathering of members, you can see a group working, or at least planning, on some project to improve the park.

This facility would not be available for our membership and employees to enjoy today without the support of devoted committees, officers and members of the Boat and Campers' Clubs and Lockheed Management. The park, as it is today, was not a gift. Many members, past and present, have donated many hours of planning and work in order to develop this beautiful park for family relaxation and recreation.

Early in 1959, Lockheed-Georgia Company purchased 19.2 acres of North Georgia farm land adjoining U.S. Government Property on Lake Sidney Lanier (a 38,000 acre, clear, unpolluted lake) to be utilized as a recreation area. A water-front access of approximately ten acres was leased from the Corps of Engineers for recreational purposes. The lease was renewed each year thereafter.

This property was originally bought for and utilized by the employees of the Lockheed Nuclear Plant of Dawsonville and their Recreation Committee (LoNERC). A rule was established that all development work was to be accomplished by volunteer labor whenever possible. Work began as aerial photographs were taken of the property and a survey and study was accomplished by a park and recreation specialist who provided a master plan for the development of the area. A contest was conducted by the LoNERC Council and prizes were awarded for naming the property. "Long Hollow" was the winning name and is still being used today.

The first employee work party was organized June 18, 1960, to develop an access road to the property and begin clearing for the beach. After several work parties, the 200 foot beach was ready for LoNERC Family Day Picnic in August. Later in August, a boat dock and swimming float were added to the facility. In 1961 and 1962, new roads were graded and more land cleared. In late 1962, Lockheed management realized that the facilities of the lake property were not being utilized to capacity. To justify expenditure of funds on the maintenance and development of the property, LoNERC invited Lockheed-Georgia's Recreation Clubs (Boat, Camping, Skin Diving, and Sports Car) to be guests of the facility. Even though Long Hollow is some 54 miles from Lockheed-Georgia, the invitation was eagerly accepted.

Much was accomplished during the period from 1963 to 1971 by work parties and contractors. Roads were established, a boat launching ramp was built, campsites were developed, a well was drilled and a pump installed to supply water for drinking in the park, as well as for use in the proposed restrooms. Restrooms were constructed and a mercury vapor lighting system installed. The caretaker's cottage was constructed in 1966 to house a full-time caretaker in residence for security and service to members. In 1967, the restrooms were

modernized and water heaters and showers installed, a storage shed was constructed and a new, smaller beach was cleared and sanded. In 1968, the main entrance road was widened, a trailer park near the boat ramp was prepared, and camping Area No. 3 was graded and graveled.

The Nuclear Plant completed its contracts and ceased operation in 1971. The Georgia-Lockheed Employees' Recreation Club, Inc., requested the lease of the property with the understanding that members would continue to develop the facility and strive to make it a self-supporting program as soon as possible.

A new "Lake Property and Development Committee", consisting of three Boat Club members, three Campers' Club members, and the Recreation Director (who served as Chairman), was formed to govern the development and establish rules for best control and utilization. The purpose of the formation of this committee was, and still is, to give equal representation for the Boat Club and the Campers' Club members in planning and executing facility development. This committee established rules and regulations for operation of the park and assigned fees for storage of boats and campers at monthly and annual rates. Annual and nightly camping fees for campers have also been established. Funds are utilized for all expenses, including development, utilities, the lease, taxes, and repairs. Presently, the only cost to the Company is the salary of the caretaker and insurance costs.

In 1972, roads were paved thoughout the park. A new patio shelter with a concrete floor, water, lights, and electrical outlets also built that year provides a suitable place for meetings, movies, square dancing, and sheltered picnicing. Another patio shelter with lights, water, and a gravel floor surface was erected in Camping Area No. 3 a short time later. These open air pavilions were removed from the plant area when a new food service kitchen was built. A contractor's price to reinstall the two buildings elsewhere on the Company property was approximately $22,000, which the Company felt was exorbitant. I requested the shelters be donated to the Long Hollow facility and erected with volunteer labor. Both buildings were installed, with the expertise of members, at a cost of approximately $1,400 for concrete, electrical, and plumbing supplies. This is only one in a long list of examples of the savings and cooperation at work in the club.

Work parties are a frequent occurrence at Long Hollow. All crafts are represented in the Club and each member takes pride in using his talents to enhance the beauty of the park. Work parties are a family affair. The wives of employees, too, help with work on the park —

continued on following page



Long Hollow from the air — *Photo by Roy McClure*

and usually spread a variety of favorite recipes at noon. Fellowship is a great part of the reason the park has been so successfully developed. Many small projects are done at Long Hollow by members while vacationing at their own expense, such as building concrete steps in the camping area, purchasing and trans-planting trees and shrubbery, and making directional signs.

Since most Long Hollow activities are planned around family groups, it became necessary to include the children in the long-range planning. Playground equipment has been centrally located for picnicing, camping, and Family Day outings. Campsites were developed to meet an increase in camping and to provide employees and their families with an opportunity to enjoy a week-end of relaxation or a low cost family vacation, and to encourage family togetherness. A timetable of campsite development has provided for a continuing interest in the growth of camping on the property. This interest is made evident by camping participation increases and the evergrowing national trend.

To be eligible to use this property, an employee or retiree must be a paid member in good standing of the Boat or Camper's Club. A small nominal fee is charged as yearly dues, as well as a dollar for each key issued to gain entrance to the property (refundable when the key is returned). A camper may pay an additional daily or yearly fee for camping privileges. To maintain a count of members using the property, a participation report is maintained at the gate for registration. Each employee, upon entry, must sign the registration book listing his name, number of guests, number of days, and activities planned.

A decision of the officers of the Boat and Campers' Clubs to utilize some of the club funds for lake property projects has aided development of the park greatly. In 1973, the officers chose to donate over $800 toward the cost of updating the electrical system and in the camping areas. At present, they are investigating the cost of repairing the asphalt roadways in the park.



Lockheed employees clear their own recreational land.

Presently, our park is operating 52 first-class campsites with water, electricity, and picnic tables. We also enjoy two sand beaches, three boat docks with a large boat ramp, two large picnic areas with individual grills and picnic tables and playground equipment centrally located, two restrooms with hot shower facilities, two dump stations for the convenience of the campers, two open-air patio shelters, large grill with shelter, two storage shelters, the caretaker's cottage, and approximately 95% of our roadways completed with asphalt finish.

It is a great pleasure and opportunity to be employed by a company that is interested in the leisure time of its employees and provides a facility such as Long Hollow located on a lake with an unlimited amount of clean, unpolluted water and recreational sports. As new members with new ideas are continually enlisted, we anticipate this is only the beginning of the development of a most exceptional recreation area at little cost to the Company other than the original purchase. Lockheed is well aware that a good recreation program helps to attract and retain well-rounded satisfied employees. □

Roy McClure has been with Lockheed-Georgia since 1951. For the past seven years, he has directed and coordinated recreation activities as Manager of Recreation. Continually active in NIRA, he has been a member of the Board of Directors since 1969 and is our 1976-77 President-Elect.

THE TOTAL RESORT



Tampa Airport Resort Golf & Racquet Club is Florida West Coast's new & unique "Commercial in-town resort" offering a full range of resort facilities while still providing an ideal location for the business traveler. The Resort offers a par 72, eighteen hole championship golf course and 13 Hard-Tru, lighted tennis courts, complete with Club house and Pro Shops. Convention, meeting and banquet facilities available for groups of 12-300. Three dining rooms and Brown Derby Lounge provide atmosphere and variety for even the most discriminating tastes. Package tours available for golf and tennis beginning at $55.00 per person double occupancy.

For further information, write or call: 813-877-6131 or 2222 N. Westshore, Tampa, 33607

People who work and play together stay together.

At Holiday Inn Resorts, presenting The Group Planner for Group Planners



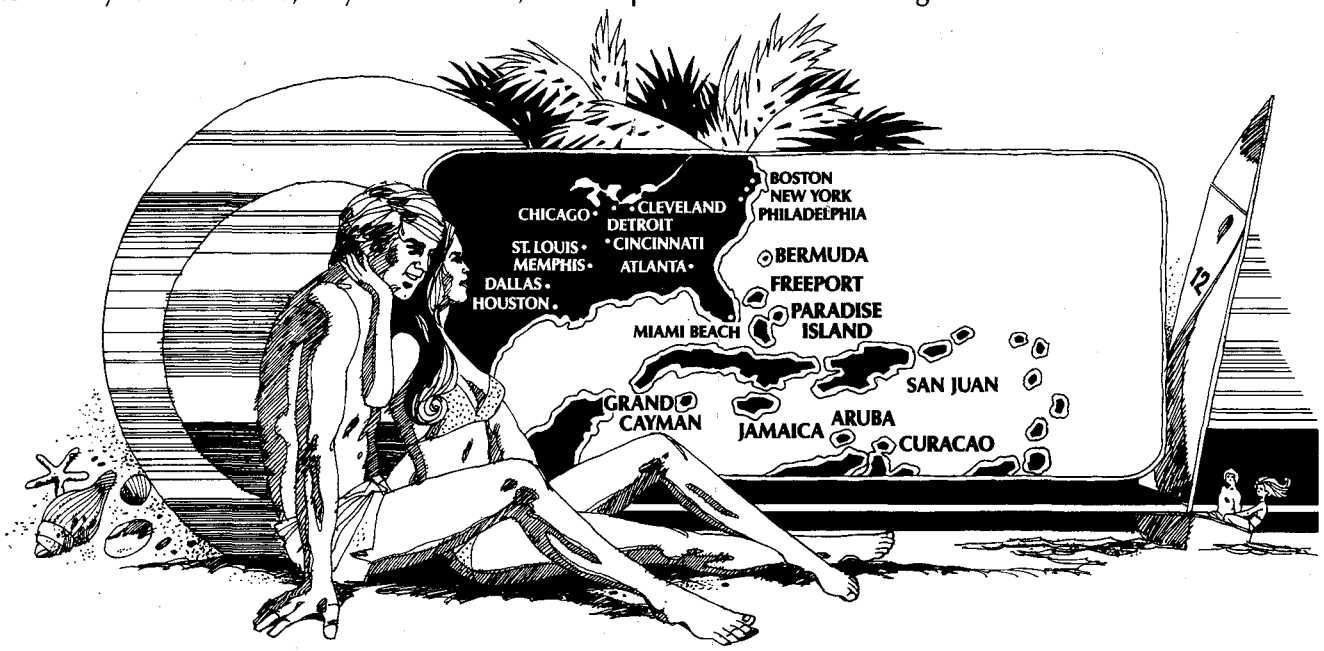
A unique aid from Holiday Inns that lets you cost out Island Rendezvous Packages to nine incomparable island resorts • • • • • Aruba, Bermuda, Curacao, Freeport, Grand Cayman, Jamaica, Miami Beach, Paradise Island and San Juan.

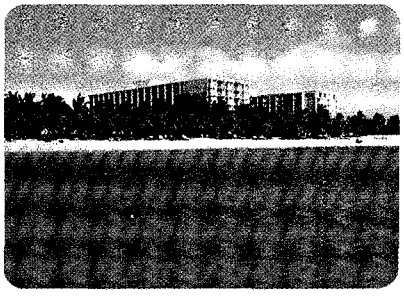
EASTERN
THE WINGS OF MAN

Holiday Inns
The most accommodating people in the world.©

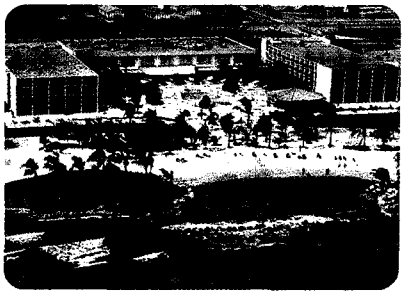
Pick your Island. Plan your trip.

Using the costing sheets that follow, you can pre-plan in complete detail business or pleasure travel for groups from 15 to 400 in your own office, on your own time, without pressure from outside agents or salesmen.





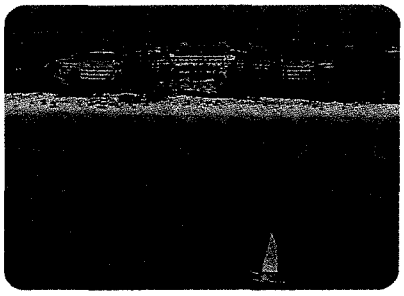
Aruba, Netherlands, Antilles



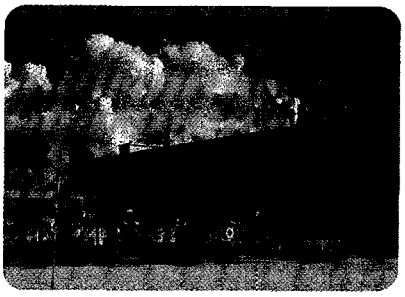
Curacao, Netherlands, Antilles



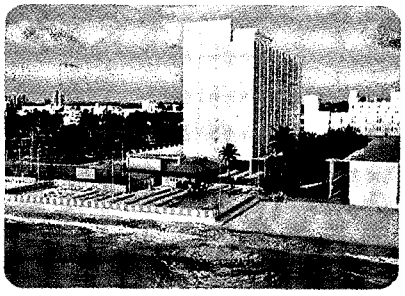
Condado, San Juan, Puerto Rico



Freeport/Lucaya



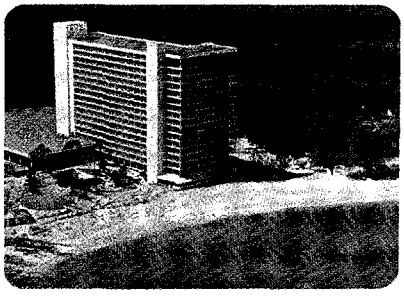
Grand Cayman, Cayman Islands



Miami Beach, Convention Center



Montego Bay, Jamaica



Paradise Island, Nassau



St. George's, Bermuda

Eastern's Meeting Planner Desk

his service handles meetings.

t our Meeting Planner Desk, Eastern's profes-ionally trained Meeting Planners are ready to help ou book these fantastic Holiday Inn Group Pro-rams. Their expertise, combined with the latest omputerized information system in the industry, is vailable to you without ost. It covers:

otels

uick detailed informa-on on rooms and serv-es available at all Holiday n Resorts.

onfirmed reservations r meetings—both for uest rooms and meeting oms.

irlines

stant schedule informa-n for all major airlines.

ght reservations for all rsons attending the eeting on the airline pro-ding the most direct vice.

ght itinerary for persons ending the meeting can provided.

ect billing is available.



If attendees must be individually contacted for assistance with air travel space, this can be provided.

Ground Transportation

Instant reservation with major car rental company of your choice at the corporate discount rate.

Information about bus, limousine, cab, sightseeing. (Eastern will arrange with the hotel to coordinate required ground transportation.)

The Extras

Any extras your group may need can be arranged and coordinated by Eastern with the hotel.

Call Eastern and ask for the **Meeting Planner Desk.**

Fly Eastern and save!

Take a look at these sample round trip regular economy airfares. In many cases lower group and individual promotional airfares are available to these destinations. Eastern Airlines Meeting Planner Desk will insure that your group will get the lowest airfare available.

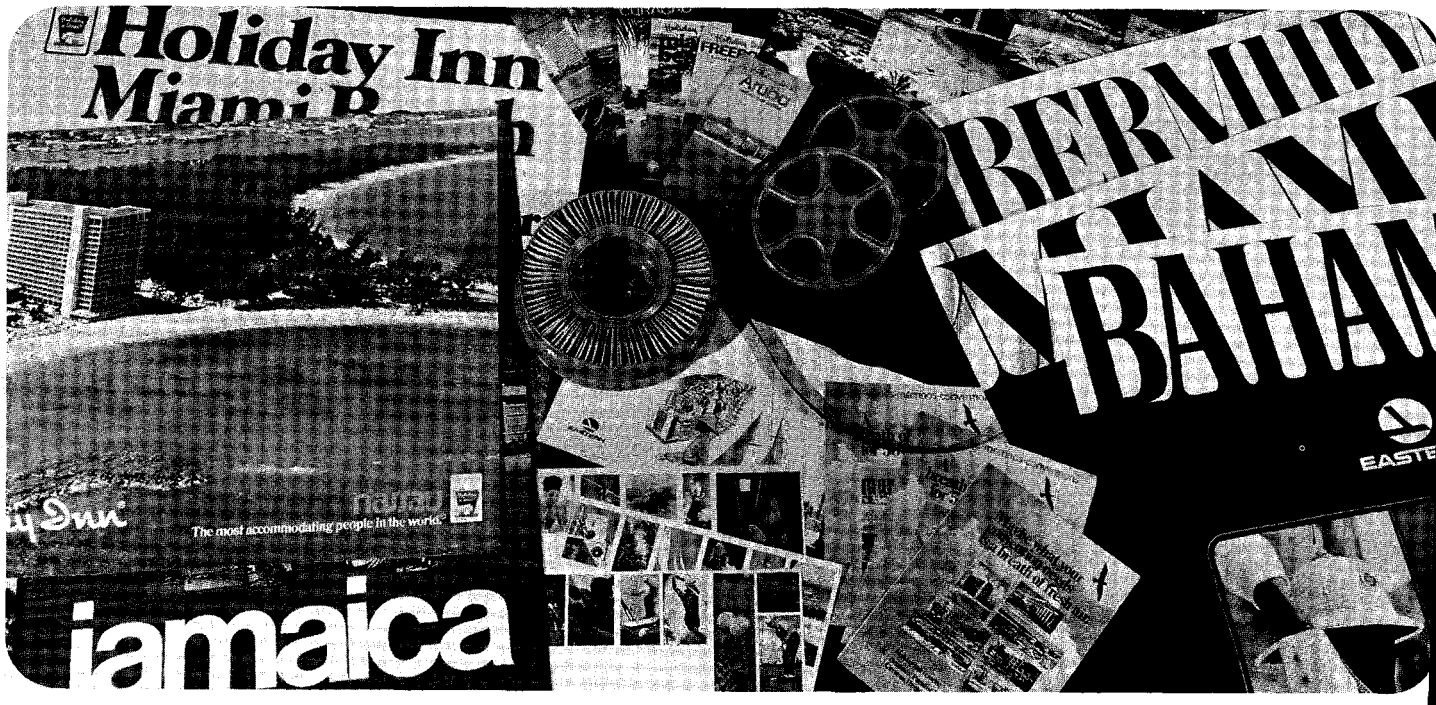
Sample Round Trip Economy Airfares

	Aruba	Bermuda	Curacao	Freeport	Grand Cayman	Montego Bay	Nassau	San Juan
lanta	422	312	422	174	272.80	262	180	250
ltimore/ ashington	392	200	392	210	311.60	324	210	186
ston	422	200	422	252	350.60	374	262	210
icago	484	312	484	246	343.20	374	262	278
troit	456	260	456	240	337.60	374	254	276
ami	330	226	330	58	156.00	184	64	150
w York	424	190	424	232	330.20	324	238	186
lando	364	286	364	88	215.40	244	112	184
ladelphia	392	200	392	222	322.80	324	222	186

e: The above airfares are subject to change.

EASTERN THE WINGS OF MAN

"THE WINGS OF MAN" IS A REGISTERED SERVICE MARK OF EASTERN AIR LINES, INC.



Support Sales Aids from Eastern Airlines and Holiday Inn

Here's a variety of material to assist you in promoting group travel to the Islands and to Flori
You may have any of these supportive sales tools.
Just order by number on the attached postage-paid response card. Now!

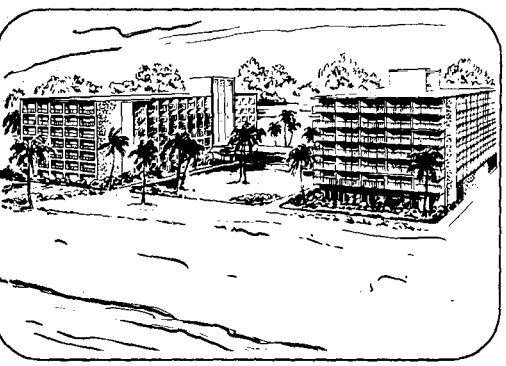
#200 Additional copies of The Group Planner.
#201 Brochures. Four color, 16 panel brochures give graphic account of Holiday Inn Resorts and their facilities in Bermuda, the Bahamas, the Caribbean and Miami Beach.
#202 Shell Brochures. Ten panels with 5 open panels for overprinting. In full color.
#203 Meetings Facilities Brochure. Four color with detailed information on room sizes, equipment, convention services, etc.
#204 Posters. Four color destination posters. One for each locale in which a Holiday Inn Resort is situated. 30″ x 40″.
#205 Photos. Black and white glossies of Holiday Inn Resorts. 8″ x 10″.
#206 Postcards. Four color 3″ x 5″ cards, eac showing exterior view of Holiday Inn Resort
#207 35 mm slides. Full color slides of destination pictures and pictures of Inns an their facilities.
#208 Pre-scripted Slide Presentation. Ideal for instant group presentations. To be returned.
#209 Destination Films. 16 mm color films, each featuring locality in which a Holiday I is situated. To be returned.
#210 Posters. Four color Eastern posters with island resort scenes. Bermuda, Bahamas, Puerto Rico, Jamaica, Miami Beach. 30″ x 40″.
#211 Shell Brochures. Full color with reso sport scenes with Eastern logo. Bermuda, Bahamas, Puerto Rico, Florida. Golf.

Get these support sales tools NOW!
Tear out attached response card and mail toda

Aruba

Island Rendezvous

IT5EA1HIRAR



- Air-conditioned Room/2 Double Beds and Private Balcony
- Welcome Rum Swizzle Party
- Guide Book and Map of the Island
- Shopper's Discount Bonus Book
- Innkeepers One hour open bar with hors d'oeuvres (Thursday)
- Gaming Instruction and a $5 complimentary chip at King International Casino
- Round trip transfers including baggage handling
- (10%) Gratuities covering Bellboys, Maids, Pool and Beach Boys
- (5%) Government Room Tax
- Complimentary use of pool and beach chaise lounges and towels
- Group Coordinator/Services
- Social Director/Daily activities programme
- Children under 12 years, room free when sharing with adult
- Children's Playground/Activities
- Complimentary use of Meeting Facilities

BASIC PACKAGE (for groups of 15 or more)

The Island Rendezvous program is especially designed for the basic needs of every group type: social, incentive, sales meeting or convention — with a Group Planner designed to help you tailor your total group program to meet your own group's special needs.

Prices per person European Plan (Room only) Rates Valid December 16, 1975 — December 16, 1976

	Dec 16-Apr 25	Apr 26-Jun 30	Jul 1-Sep 11	Sep 12-Oct 31	Nov 1-Dec 15
Double					
3 Nts	91.00	53.00	60.00	53.00	60.00
4 Nts	119.00	68.00	77.00	68.00	77.00
5 Nts	148.00	83.00	95.00	83.00	95.00
6 Nts	176.00	98.00	112.00	98.00	112.00
7 Nts	204.00	115.00	130.00	115.00	130.00
Single					
3 Nts	162.00	84.00	98.00	84.00	98.00
4 Nts	110.00	110.00	129.00	110.00	129.00
5 Nts	265.00	136.00	159.00	136.00	159.00
6 Nts	316.00	162.00	190.00	162.00	190.00
7 Nts	368.00	187.00	220.00	187.00	220.00
Triple					
3 Nts	74.00	49.00	53.00	49.00	53.00
4 Nts	96.00	63.00	68.00	63.00	68.00
5 Nts	118.00	77.00	83.00	77.00	83.00
6 Nts	141.00	91.00	98.00	91.00	98.00
7 Nts	163.00	105.00	114.00	105.00	114.00

Children under 12 years room free when sharing with adult. Transfers and package features, one time charge $6.00 per child.

Meal Plan — Daily Rates/Per Person

B.P. Breakfast Plan	M.A.P. Modifed American Plan (Breakfast, Dinner)	F.A.P. Full American Plan (Breakfast, Lunch, Dinner)
adult $4.00	adult $16.00	adult $20.00
child $3.50	child $12.00	child $16.00

A 10% gratuity is applied to all meal plans

I.A.P. SUPPLEMENT INCLUDES:

elicious Breakfast and Dinner daily, Mexican Fiesta (Tuesday) and Carnival Night Poolside (Friday) with Island Entertainment. Dinner ightly (except Tuesday and Friday) in either the Palm Beach Supper Club with International Entertainment and Dancing, or the Salon ternational. **NOTE:** M.A.P. provides exceptional savings proportionately, over a la carte dining and prevailing restaurant rates.

ices: Based on U.S. exchange rate $1.00 = **NF $1.75** and are sub-ct to currency fluctuations.

mplimentary Room Policy: One complimentary room for each rooms sold to a maximum of four rooms (room portion only, clusive of tax and gratuity).

Credit Cards Accepted: American Express, Diners Club, Master Charge, Bank Americard.

NOTE: Airport Departure Tax of **$3.40** per person **NOT INCLUDED.**

Major Facilities and Activities

olside. Carnival show and barbeque with steel band and carni- costumes.

m Beach Room. Gala premier. International entertainers.

xican Night. Mariachi band and "Paela."

keeper's Party. Open cocktail bar. Hot and cold hors d'oeuvres.

ba's largest gaming casino is located right in the Inn.

Sports. Deep sea fishing. Snorkeling, scuba diving. 4 tennis courts.

Sightseeing. Round-the-island tour. Tour of oil refinery. Other tours by arrangement.

Shopping. Bus service to Nassaustraat in nearby Oranjestad. Hotel shops open during hours when others are closed.

Meeting & Banquet Facilities

Name of Room	Dimensions	Ceiling Height	Theatre	Classroom	Banquet
Ancicouri	28' x 50'	13'	160	110	110
Casibari	28' x 50'	13'	160	110	110
Ayo Room	28' x 50'	13'	160	110	110

te: All three rooms open together to form the Oranjestad Room.

ADDITIONAL HOTEL FEATURES AND ACTIVITIES

Cocktails and Hors d'oeuvres

(Price per person)	1 Hr.	Add. ½ Hr.	2 Hrs.		No. of Persons		Group Total
Full Open Bar	5.50*	1.75*	9.00*	×		=	
Antillean Open Bar	4.25*	1.50*	7.25*				
Full Open Bar with Hot & Cold H/D	8.75*	3.50*	15.50*	×		=	
Dry Buffet	1.75*	1.00*	3.75*				
Rum Punch Party	3.50*	1.25*	7.70*	×		=	

*10% Gratuity not included

Subtotal $

Entertainment

	Min. Length	Approx. Cost		No. of Performances		Group Total
Native Trio	1 hr.	40.00	×		=	
Dance Band Plus Native Show	5 hrs.	280.00	×		=	
Folkloric Show	45 min.	225.00	×		=	
Fashion Show	30 min.	55.00	×		=	

Subtotal $

Sightseeing

	Price Per Person		No. of Persons		Group Total
Round the island tour 3½ hrs.	7.50	×		=	
One day tour to Caracas	95.00	×		=	
One day tour to Curacao	60.00	×		=	
Horseback Tour	12.50	×		=	

Subtotal $

Sports

	Price per Person		No. of Persons		Group Total
Sailboats - Sun Fish	8.00/hour	×		=	
Snorkeling	3.00/hour	×		=	
Scuba Diving, instructor — 1 Hour	27.50	×		=	
Glassbottom boat trip	4.40/hour	×		=	
Pedal Boats, 2 persons	7.00/hour	×		=	
Water Skiing	5.00	×		=	
Deep Sea Fishing (4 per. min.) ½ Day	75.00	×		=	

Subtotal $

Golf

	All Year		No. of Persons		No. of Days		Group Total
Green Fees (9 holes)	2.50	×		×		=	
Caddy Fees (9 holes)	2.00	×		×		=	
Club Rental	3.00	×		×		=	

Subtotal $

Note: To figure per person cost for additional features or activities, divide total cost by number of persons participating.

Total Add'l. Features $_____ ÷ ____ Persons = $_____

TOTAL PROGRAM COST

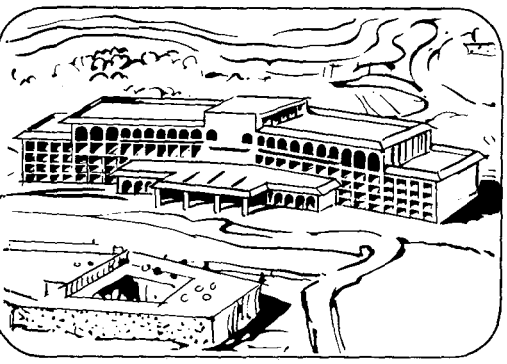
(Per Person Costs)	(Per Person Rate) Dbl	Sng	Tri	Child
Basic Program _____ Nts.				
Meal Plan Adult _____ + Grat = _____ × _____ Nts. =				
Meal Plan Child _____ + Grat = _____ × _____ Nts. =				
Additional Hotel Features				
Airport Departure Tax				
Round Trip Airfare				
Subtotal				
× Number of Per Persons				
PER PERSON GRAND TOTAL				

Note: Food and beverage, musical entertainment, sightseeing and off-premise sports activity prices are quoted at current available rates and are subject to change without notice. Customer should verify at time of booking.

GROUP GRAND TOTAL $_____

BERMUDA Island Rendezvous

IT5EA1HIRBD



- Air-conditioned Room/2 Double Beds/Television/Private Balcony
- Breakfast and Dinner daily**
- Welcome Rum Swizzle Party
- Afternoon Tea (Daily)
- Guide Book with Map
- Shopper's Bonus Book
- Round Trip transfers including Baggage Handling
- Government Room Tax
- Gratuities covering bellboys, maids, pool and beach boys, Dining Room Waiters for (MAP) Breakfast and Dinner
- Complimentary Use of Pool and Private Beach, chaise lounges and towels
- Group Coordinator/Services
- Social Director/Daily activity programme
- Children under 12 years, room free when sharing with adult
- Children's Playground/Activities
- Complimentary use of Meeting Facilities

BASIC PACKAGE (for groups of 15 or more)

The Island Rendezvous program is especially designed for the basic needs of every group type: social, incentive, sales meeting or convention — with a Group Planner designed to help you tailor your total group program to meet your own group's special needs.

Rates Valid November 1, 1975- October 31, 1976

Prices per person		Nov 1, 1975-Mar 31, 1976 M.A.P.	Nov 1, 1975-Mar 31, 1976 E.P.	Apr 1, 1976-Oct 31, 1976 M.A.P.
Double	3 Nts	113.00	58.00	138.00
	4 Nts	147.00	75.00	182.00
	5 Nts	182.00	92.00	226.00
	6 Nts	217.00	109.00	270.00
	7 Nts	252.00	126.00	314.00
Single	3 Nts	181.00	101.00	241.00
	4 Nts	239.00	133.00	319.00
	5 Nts	297.00	169.00	397.00
	6 Nts	355.00	196.00	476.00
	7 Nts	413.00	227.00	554.00
Triple	3 Nts	110.00	56.00	128.00
	4 Nts	144.00	73.00	169.00
	5 Nts	179.00	90.00	210.00
	6 Nts	214.00	105.00	251.00
	7 Nts	249.00	122.00	291.00

Children under 12 years room free when sharing with adult

(E.P.) Transfers and package features, one time charges **$5.50** per child; gratuities — **$1.75** per day children 6-12, under 6 no charge. Children's M.A.P. $10.00 per day.

*Included in (M.A.P.) priced packages only.

NOTE: M.A.P. provides exceptional savings, proportionately, over a la carte dining and prevailing restaurant rates.

rices: Based on U.S. exchange rate $1.00 = **On Par** and are subct to currency fluctuations.

omplimentary Room Policy: One complimentary room for each 5 rooms sold to a maximum of four rooms (room portion only, exclusive of tax and gratuity).

Credit Cards Accepted: None.

NOTE: Airport Departure Tax of $3.00 per person **NOT INCLUDED.**

Major Facilities and Activities

a Venture Bar. Dancing. Live evening entertainment.

id-Atlantic Supper Club. Gourmet dining. International night ub shows.

olside. Snack bar. Water sports. Live island entertainment.

ternoon tea. Daily in the British manner.

ll length feature movies.

me room. Fun for adults and children.

Sports. Swimming, water skiing, snorkeling, pedal boats, fishing, tennis, golf on the Inn's private course, children's playground.

Sightseeing. Island tours. Underground crystal caves. Devil's Hole. The Aquarium, The Dolphin's Show. Three historic forts on the Inn's grounds. Unspoiled St. George's, oldest town west of London.

Shopping. Jewelry, clothing, souvenirs in lobby shops. Within walking distance, the modern and the old-time shops of St. George's.

Meeting & Banquet Facilities

Name of Room	Dimensions	Ceiling Height	Theatre	Classroom	Banquet
St. George	27' x 58'	16'	180	160	160
Smiths	24' x 58'	16'	160	140	140
Devonshire	25' x 58'	16'	160	140	140
Pembroke	21' x 58'	16'	160	140	140
St. Davids	55' x 19'	16'	140	120	120
Paget	23' x 19'	8'	60	40	40
Hamilton	48½' x 19'	8'	80	60	60
Warwick	24' x 19'	8'	60	40	40

Cocktails and Hors d'oeuvres

ADDITIONAL HOTEL FEATURES AND ACTIVITIES

(Price per person)	1 Hr.	1½ Hrs.	2 Hrs.		No. of Persons		Group Total
Full Open Bar	5.75*	7.75*	8.25*	×		=	
Full with Cold	7.50*	7.00*	10.50*	×		=	
Full Open Bar with Hot & Cold H/D	9.75*	11.25*	12.75*	×		=	
Rum Punch Party	3.50*	4.50*	5.50*	×		=	

*Includes 15% gratuity

Subtotal $

Entertainment	Min. Length	Cost		No. of Performances		Group Total
Native Trio	1 hr.	175.00	×		=	
Dance Band	1 hr.	250.00	×		=	
Native Show	45 min.	200.00	×		=	
Fashion Show	45 min.	200.00	×		=	
Steel Band	1 hr.	300.00	×		=	
Calypso Singer	1 hr.	50.00	×		=	
Pianist	1 hr.	50.00	×		=	

Subtotal $

Water Sports	Price per Person		No. of Persons		Group Total
Water Skiing	$28/hr.	$15/½ hr. $7.50/¼ hr. ×		=	
Sunfish	$22/day	$16/½ day $ 6/hr. ×		=	
Pedal Boats	$22/day	$16/½ day $ 6/hr. ×		=	
Snorkel Gear	$ 8/day	$ 6/½ day $ 2/hr. ×		=	
Air Mats	$ 8/day	$ 6/½ day $ 2/hr. ×		=	

Subtotal $

Sightseeing	Price per Person		No. of Persons		Group Total
5 hr. Cruise	13.50	×		=	
2 hr. Sea Gardens Trip	5.75	×		=	
2 hr. Glassbottom Boat	5.75	×		=	
The Blue Grotto Dolphins	1.60	×		=	
Night Club Tour	16.00	×		=	
3 hr. Taxi Tour	10.50	×		=	
5 hr. Taxi Tour	13.75	×		=	

Subtotal $

Note: To figure per person cost for additional features or activities, divide total cost by number of persons participating.

Total Add'l. Features $_____ ÷ ____ Persons = $_____

TOTAL PROGRAM COST

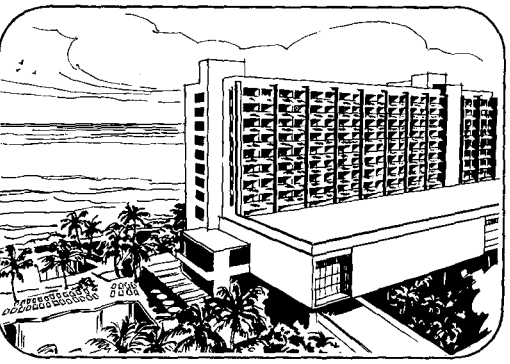
(Per Person Costs)	(Per Person Rate) Dbl	Sng	Tri	Child
Basic Program_____Nts.				
Meal Plan Adult _____ + Grat = _____ × _____ Nts. =				
Meal Plan Child _____ + Grat = _____ × _____ Nts. =				
Additional Hotel Features				
Airport Departure Tax				
Round Trip Airfare				
Subtotal				
× Number of Per Persons				
PER PERSON GRAND TOTAL				

Note: Food and beverage, musical entertainment, sightseeing and off-premise sports activity prices are quoted at current available rates and are subject to change without notice. Customer should verify at time of booking.

GROUP GRAND TOTAL $_____

Condado, San Juan Island Rendezvous

IT5EA1HIRCJ



- Air-conditioned Room/2 Double Beds and Private Balcony
- Welcome Rum Swizzle Party
- Tour of Fort San Geronimo
- Round-trip transfers including baggage handling
- Gratuities covering bellboys, maids, pool and beach boys
- (5%) Government Room Tax
- Complimentary use of pool and beach chaise lounges and towels
- Social Directory/Daily Activities Programme
- Children under 12 years, room free when sharing with Adult
- Children's Activities
- Group Coordinator/Services
- Complimentary use of Meeting Facilities

BASIC PACKAGE (for groups of 20 or more)

The Island Rendezvous program is especially designed for the basic needs of every group type: social, incentive, sales meeting or convention — with a Group Planner designed to help you tailor your total group program to meet your own group's special needs.

Prices per person European Plan (Room only) **Rates Valid December 16, 1975- December 15, 1976**

		Dec. 16, 1975-April 20, 1976	Apr. 20, 1976-Dec. 15, 1976
Double	3 Nts	97.23	49.74
	4 Nts	127.64	64.32
	5 Nts	158.05	78.90
	6 Nts	188.46	93.48
	7 Nts	218.87	108.06
Single	3 Nts	158.31	74.16
	4 Nts	209.08	96.88
	5 Nts	259.86	119.60
	6 Nts	310.62	142.92
	7 Nts	361.39	165.04
Triple	3 Nts	75.06	40.65
	4 Nts	98.08	52.20
	5 Nts	121.10	63.75
	6 Nts	144.12	75.30
	7 Nts	167.14	86.85

Children under 12 years room free when sharing with adult. Transfers and package features, one time charge $8.00 per child.

Meal Plan — Daily Rates

B.P. Breakfast Plan	M.A.P. Modified American Plan	F.A.P. Full American Plan
	(Breakfast, Dinner)	(Breakfast, Lunch, Dinner)
adult $4.00	adult $15.00	adult $20.00
child $3.50	child $10.00	child $15.00

A 15% gratuity is applied to all meal plans. Banquet gratuities 17%.

NOTE: M.A.P. provides exceptional savings proportionately, over a la carte dining and prevailing restaurant rates.

ate of Exchange: U.S. Dollar.

Complimentary Room Policy: One complimentary room for each 5 rooms sold exclusive of taxes.

Credit Cards Accepted: American Express, Diners Club, Master Charge, BankAmericard.

Major Facilities and Activities

ports. Sailing. Scuba Diving. Waterskiing. Deep Sea fishing.

ightseeing. Tour of old and new San Juan. Tour of El Yunque ain Forest. Tour to El Yunque and Luquello Beach. Tour of Old an Juan and Bacardi Rum Distillery. Trans Island Tour to Ponce and Barranquitas. Entrance, including round trip transfers to El Commandante Race Track.

Shopping. Shopper's Tour of St. Thomas.

Meeting & Banquet Facilities

Name of Room	Dimensions	Classroom	Banquet
Ponce de Leon Ballroom	139' x 76' x 17'	1800	1500
Salon del Sol	28' x 27' x 10'	50	25

ADDITIONAL HOTEL FEATURES AND ACTIVITIES

Cocktails and Hors d'oeuvres (Price per person)	1 Hr.	2 Hrs.		No. of Persons		Group Total
Full Open Bar	5.00*	10.00*	×		=	
Full Open Bar with Hot & Cold H/D	9.50*	19.00*	×		=	
Rum Punch Party	4.50*	9.00*	×		=	
*Includes 15% gratuity					**Subtotal $**	

Entertainment	Min. Length	Cost		No. of Performances		Group Total
Native Trio	1 hr.	125.00	×		=	
Dance Band (3 pieces)	1 hr.	125.00	×		=	
Dance Band (5 pieces)	1 hr.	175.00	×		=	
Fashion Show	1 hr.	100.00	×		=	
Folkloric Show	1 hr.	300.00	×		=	
					Subtotal $	

Water Sports	Price per Person		No. of Persons		Group Total
Sail Boats — Scorpions	10.00 per hour	×		=	
Sailing — Cruise	25.00 per day	×		=	
Scuba Diving — Beginner's Instruction	15.00	×		=	
Scuba Diving — One Tank Dive	25.00				
Water Skiing	7.50 per half day	×		=	
Water Skiing	14.00 per day	×		=	
Deep Sea Fishing	20.00 per person ½ day	×		=	
				Subtotal $	

Sightseeing	Price per Person		No. of Persons		Group Total
Tour of Old and New San Juan	5.00	×		=	
Tour of El Yunque Rain Forest	7.50	×		=	
Tour of El Yunque and Luquello Beach	8.50	×		=	
Tour of Old San Juan and Bacardi Rum Distillery	8.50	×		=	
Trans Island Tour to Ponce and Barranquitas	18.00	×		=	
Entrance, including round trip transfers to El Commandante Race Track	6.00	×		=	
Shopper's Tour to St. Thomas	28.00	×		=	
				Subtotal $	

Note: To figure per person cost for additional features or activities, divide total cost by number of persons participating.

Total Add'l. Features $_____ ÷ _____ Persons = $_____

TOTAL PROGRAM COST

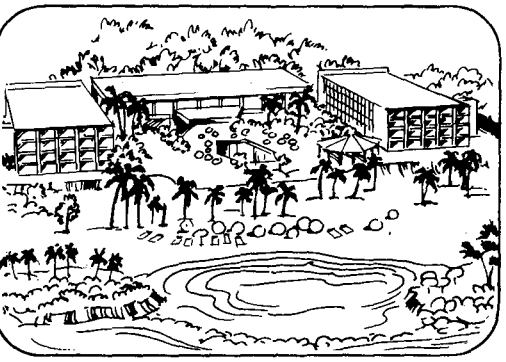
(Per Person Costs)	(Per Person Rate) Dbl	Sng	Tri	Child
Basic Program _____ Nts.				
Meal Plan Adult _____ + Grat = _____ × _____ Nts. =				
Meal Plan Child _____ + Grat = _____ × _____ Nts. =				
Additional Hotel Features				
Airport Departure Tax				
Round Trip Airfare				
Subtotal				
× Number of Per Persons				
PER PERSON GRAND TOTAL				

Note: Food and beverage, musical entertainment, sightseeing and off-premise sports activity prices are quoted at current available rates and are subject to change without notice. Customer should verify at time of booking.

GROUP GRAND TOTAL $_____

CURACAO Island Rendezvous

IT5EA1HIRCR



- Air-conditioned Room/2 Double Beds and Private Balcony
- Welcome Rum Swizzle Party
- Guide Book and Map of the Island
- Shopper's Discount Bonus Book
- Innkeeper's One hour open bar Cocktail party (Wednesday)
- Gaming Instruction and a $5 complimentary chip in Antillian Casino
- Round trip transfers including baggage handling
- (10%) Gratuities covering bellboys, maids, pool and beach boys
- (5%) Government Room Tax
- Complimentary use of pool and beach chaise lounges and towels
- Social Director/Daily Activities Programme
- Group Coordinator/Services
- Children under 12 years, room free when sharing with adult
- Children's Playground/Activities
- Shuttle Service to town (every hour)

BASIC PACKAGE (for groups of 15 or more)

The Island Rendezvous program is especially designed for the basic needs of every group type: social, incentive, sales meeting or convention — with a Group Planner designed to help you tailor your total group program to meet your own group's special needs.

Prices per person European Plan (Room only) **Rates Valid December 16, 1975- December 15, 1976**

		Dec 16-Jan 3	Jan 4-Jan 31	Feb 1-Apr 25	Apr 26-Jun 30	Jul 1-Sep 11	Sep 12-Dec 15
Double	3 Nts	92.00	85.00	92.00	54.00	57.00	54.00
	4 Nts	121.00	111.00	121.00	69.00	74.00	69.00
	5 Nts	149.00	137.00	149.00	84.00	90.00	84.00
	6 Nts	177.00	163.00	177.00	100.00	107.00	100.00
	7 Nts	205.00	189.00	205.00	115.00	123.00	115.00
Single	3 Nts	163.00	149.00	163.00	85.00	93.00	85.00
	4 Nts	214.00	196.00	214.00	111.00	121.00	111.00
	5 Nts	263.00	243.00	263.00	137.00	149.00	137.00
	6 Nts	318.00	289.00	318.00	163.00	177.00	163.00
	7 Nts	369.00	336.00	369.00	189.00	205.00	189.00
Triple	3 Nts	75.00	73.00	75.00	47.00	50.00	47.00
	4 Nts	97.00	92.00	97.00	60.00	64.00	60.00
	5 Nts	119.00	114.00	119.00	73.00	78.00	73.00
	6 Nts	142.00	135.00	142.00	85.00	92.00	85.00
	7 Nts	164.00	156.00	164.00	98.00	107.00	98.00

Children under 12 years room free when sharing with adult. Transfers and package features, one time charge $7.00 per child.

Meal Plan — Daily Rates

B.P. Breakfast Plan	M.A.P. Modifed American Plan	F.A.P. Full American Plan
adult $4.00 child $3.50	(Breakfast, Dinner)	(Breakfast, Lunch, Dinner)
	adult $16.00 child $12.00	adult $20.00 child $16.00

A 10% gratuity is applied to all meal plans

NOTE: M.A.P. provides exceptional savings, proportionately, over a la carte dining and prevailing restaurant rates.

rices: Based on U.S. exchange rate $1.00 = **NF $1.75** and are ıbject to currency fluctuations.

omplimentary Room Policy: One complimentary room for each 5 rooms sold to a maximum of four rooms (room portion only, exclusive of tax and gratuity).

Credit Cards Accepted: American Express, Diners Club, Master Charge, BankAmericard.

NOTE: Airport Departure Tax of **$3.40** per person **NOT INCLUDED.**

Major Facilities and Activities

ɔolside. Water games, Bingo. Curacao Fiesta Barbeque. Caribbean arnival night with buffet served under the stars to the sound of e Curacaon Steel Band.

ɔcolishi Lounge. Happy hour from 6 to 8 p.m. daily. Local eve-ng entertainment.

ıtillian Room. Elegant surroundings for an evening of gourmet ning. Exotic international menu.

Casino Royale. Directly off the lobby. Gaming until dawn.

Sports. Volleyball and mini-soccer on the beach. Fresh water pool. Every kind of water sport. Tennis. 9-hole golf course nearby.

Sightseeing. Walking tour of Willemstad. Beach walk to the slave market. Visit to Mihre Israel-Emanuel, oldest synagogue in the Western hemisphere.

Shopping. Duty-free (up to $100) arcade off the lobby. Free shuttle to waterfront bazaars of Willemstad.

Meeting & Banquet Facilities

Name of Room	Dimensions	Ceiling Height	Theatre	Classroom	Banquet
Fiesta Room	64′ x 48′	14′	350	250	250
Punda Room	64′ x 30′	14′	200	150	150
Otrabanda Room	30′ x 31′	10′	60	40	40

ADDITIONAL HOTEL FEATURES AND ACTIVITIES

Cocktails and Hors d'oeuvres

(Price per person)	1 Hr.	Add. ½ Hr.	2 Hrs.		No. of Persons		Group Total
Full Open Bar	5.00*	1.75*	8.50*	×		=	
Full Open Bar with Hot & Cold H/D	8.25*	3.50*	15.00*	×		=	
Antillian Open Bar	3.95*	1.75*	7.45*				
Rum Punch Party	3.50*	1.50*	6.50*	×		=	
Dry Buffet	2.00*	1.25*	4.50*	×		=	

*10% Gratuity not included — **Subtotal $**

Entertainment

	Min. Length	Approx. Cost	No. of Performances		Group Total
Native Trio	3 hrs.	75.00		=	
Dance Band Plus Native Show	5 hrs.	430.00		=	
Folkloric Show	45 min.	150.00		=	
Fashion Show	1 hr.	25.00		=	

Subtotal $

Sightseeing

	Price per Person		No. of Persons		Group Total
City and Surroundings	4.75	×		=	
City and Country Tour	7.00	×		=	
Island Tour (lunch, swimming)	16.00	×		=	

Subtotal $

Sports

	Price per Person or Group		No. of Persons or GroupTours		Group Total
Deep sea fishing (6 person limit)	150.00 (group minimum)	×		=	
Scuba diving, equipment, guide	20.00/hr.	×		=	
Scuba Sightseeing Tour (4 person limit)	25.00/hr.	×		=	
Waterskiing, instructor	11.00 ½ day	×		=	
Sailing - Sailfish	5.00/hr.	×		=	
Glassbottom boat trip	3.00/hr.	×		=	
Harbor tour (4 person limit)	25.00 (group minimum)	×		=	

Subtotal $

Golf

	Price per Person		No. of Persons	×	No. of Days		Total
Green Fees (9 holes)	5.00	×		×		=	
Club Rental	2.00	×		×		=	

Subtotal $

Note: To figure per person cost for additional features or activities, divide total cost by number of persons participating.

Total Add'l. Features $_____ ÷ ____ Persons = $_____

TOTAL PROGRAM COST

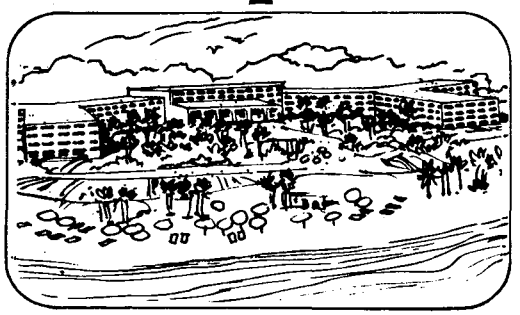
(Per Person Costs)	(Per Person Rate) Dbl	Sng	Tri	Child
Basic Program_____Nts.				
Meal Plan Adult _____ + Grat = _____ × _____ Nts. =				
Meal Plan Child _____ + Grat = _____ × _____ Nts. =				
Additional Hotel Features				
Airport Departure Tax				
Round Trip Airfare				
Subtotal				
× Number of Per Persons				
PER PERSON GRAND TOTAL				

Note: Food and beverage, musical entertainment, sightseeing and off-premise sports activity prices are quoted at current available rates and are subject to change without notice. Customer should verify at time of booking.

GROUP GRAND TOTAL $_____

Freeport Island Rendezvous

IT5EA1HIRFP



- Air-conditioned Room/2 Double Beds and Private Balcony
- Welcome Rum Swizzle Party
- Guide Book and Map of the Island
- Shopper's Discount Bonus Book
- Exciting 1½ hour Island Native Review
- Scuba Diving Demonstration Poolside
- Gaming Instruction Book
- Round-trip transfers including baggage handling
- (10%) Gratuities covering bellboys, maids, pool and beach boys
- (4%) Government Room Tax
- Complimentary use of pool and beach chaise lounges and towels
- Social Director/Daily Activities Programme
- Group Coordinator/Services
- Children's Playground/Activities
- Complimentary use of Meeting Facilities

BASIC PACKAGE (for groups of 15 or more)

The Island Rendezvous program is especially designed for the basic needs of every group type: social, incentive, sales meeting or convention — with a Group Planner designed to help you tailor your total group program to meet your own group's special needs.

Prices per person European Plan (Room only) **Rates Valid December 16, 1975- December 15, 1976**

		Dec 16-Jan 3	Jan 4-Jan 31	Feb 1-Apr 25	Apl 26-Jun 30	Jul 1-Sep 11	Sep 12-Dec 15
Double	3 Nts	90.00	83.00	90.00	56.00	59.00	56.00
	4 Nts	118.00	108.00	118.00	71.00	76.00	71.00
	5 Nts	146.00	134.00	146.00	88.00	93.00	88.00
	6 Nts	174.00	160.00	174.00	104.00	111.00	104.00
	7 Nts	201.00	185.00	201.00	120.00	128.00	120.00
Triple	3 Nts	160.00	146.00	160.00	90.00	97.00	90.00
	4 Nts	211.00	192.00	211.00	118.00	127.00	118.00
	5 Nts	262.00	239.00	262.00	146.00	157.00	146.00
	6 Nts	313.00	285.00	313.00	174.00	187.00	174.00
	7 Nts	364.00	332.00	364.00	201.00	218.00	201.00
Single	3 Nts	73.00	69.00	73.00	48.00	52.00	48.00
	4 Nts	95.00	90.00	95.00	62.00	67.00	62.00
	5 Nts	117.00	111.00	117.00	76.00	82.00	76.00
	6 Nts	139.00	132.00	139.00	90.00	97.00	90.00
	7 Nts	161.00	153.00	161.00	104.00	112.00	104.00

Children under 12 years room free when sharing with adult. Transfers and package features, one time charge $5.50 per child.

Meal Plan — Daily Rates

B.P. Breakfast Plan	M.A.P. Modified American Plan	Caribbean Plan	F.A.P. Full American Plan
	(Breakfast, Dinner)	(Buffet Breakfast-Dinner)	(Breakfast, Lunch, Dinner)
$4.00 adult $3.50 child	$16.00 adult $12.00 child	$12.00 adult $10.00 child	$20.00 adult $16.00 child

A 15% gratuity is applied to all meal plans

NOTE: M.A.P. provides exceptional savings, proportionately, over a la carte dining and prevailing restaurant rates.

M.A.P. SUPPLEMENT INCLUDES: Delicious Breakfast and Dinner daily. Includes Poolside Caribbean Luau (Tuesday); Steak and Seafood Bar-B-Que (Friday) with Island entertainment. Dinner nightly (except Tuesday and Friday) in the elegant Troubadour Room.

CARIBBEAN PLAN: Informal Buffeteria Breakfast and Dinner in the Emerald Room and Emerald Terrace.

Prices: Based on U.S. exchange rate $1.00 = **On Par** and are subject to currency fluctuations.

Complimentary Room Policy: One complimentary room for each 25 rooms sold to a maximum of four rooms (room portion only, exclusive of tax and gratuity).

NOTE: Airport Departure Tax of **$3.00** per person **NOT INCLUDED.**

Credit Cards Accepted: American Express, Diners Club, Master Charge, BankAmericard, Barclay Card.

Marine Lounge. Intimate atmosphere, calypso music and dancing.

Troubador Room. Elegant atmosphere, gourmet dining.

Emerald Room and Terrace. Buffeteria dining inside and out.

Sunset Lounge. For relaxing over refreshing drinks.

Yacht "Sueno" for a frozen daiquiri cruise.

Underwater Explorers Club.

Major Facilities and Activities

International Bazaar. Shopping bargains from round the world.

El Casino, nearby, for all kinds of gambling action.

Sports. Tennis, handball, volleyball, shuffleboard, horseshoes, ping pong, horseback riding, snorkeling, scuba diving, deep sea fishing, swimming, golf at 3 nearby courses.

Sightseeing. Famed Lucaya Beach, most beautiful in all the islands. Conducted tours around Freeport.

Shopping. Shopping arcade in the Inn. Hourly jitney shuttle to shopping in downtown Freeport and International Bazaar.

Meeting & Banquet Facilities

Name of Room	Dimensions	Ceiling Height	Theatre	Classroom	Banquet
Independenct Hall Section A-B-C-D-E	126′ x 80′	11′5″	900	600	650
- A -	80′ x 50′	11′5″	350	275	300
- B -	25′ x 36′	11′5″	125	75	100
- C -	25′ x 36′	11′5″	125	75	100
- D -	50′ x 36′	11′5″	200	125	150
- E -	50′ x 36′	11′5″	200	125	100
Board room	24′ x 22′	11′5″	40	20	25
Sunset Lounge	24′ x 22′	11′5″	40	20	25

Cocktails and Hors d'oeuvres — ADDITIONAL HOTEL FEATURES AND ACTIVITIES

(Price per person)	1 Hr.	Add ½ Hr.	2 Hrs.		No. of Persons		Group Total
Full Open Bar	4.75*	1.75*	8.25*	×		=	
Full Open Bar with Hot & Cold H/D	8.25*	3.75*	15.75*	×		=	
Bahamian Open Bar	3.95*	1.75*	7.45*	×		=	
Rum Punch Party	3.50*	1.50*	6.50*	×		=	
Dry Buffet	1.75*	1.25*	3.50*	×		=	

*10% Gratuity not included — **Subtotal $**

Entertainment	Min No. Hours	Cost		No. of Performances		Group Total
Native Trio	1	150.00	×		=	
Dance Band Plus Native Show	3	300.00	×		=	
Fashion show (5 models)	1	150.00	×		=	
Folkloric Show	1	75.00	×		=	

Subtotal $

Sightseeing	Price per Person		No. of Persons		Group Total
Glassbottom Boat	7.00	×		=	
Moonlight Cruise	10.00	×		=	
Island Revue	5.50	×		=	
West-End Tour	7.50	×		=	
*City Sightseeing/Shopping Tour	6.00	×		=	
Nightclub Tour	7.00	×		=	

*Double-decker bus. Holds 50. Rental per day $200.00. — **Subtotal $**

Sports	Price per Person		No. of Persons		Group Total
Yacht Sailing. ½ day	15.00	×		=	
Horseback Riding	12.00	×		=	
Water Skiing, 2 miles	7.00	×		=	
Water Skiing, 3 miles	9.00	×		=	
Scuba Diving	19.00	×		=	
Deep Sea Fishing (incl. equip.)	25.00	×		=	
Tri-Maran—Per person ½ Day	7.00				

Subtotal $

Golf	Winter	Summer		No. of Persons	No. of Days		Group Total
Green Fees (18 holes)	7.00	6.00	×			=	
Golf Cart (18 holes)	12.00	12.00	×			=	
Club Rental	5.00	5.00	×			=	

Subtotal $

Note: To figure per person cost for additional features or activities, divide total cost by number of persons participating.

Total Add'l. Features $_____ ÷ ____ Persons = $_____

TOTAL PROGRAM COST

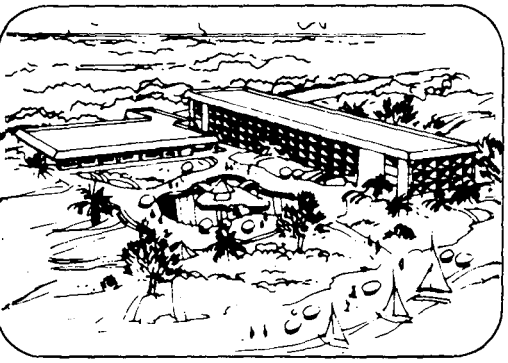
(Per Person Costs)	(Per Person Rate) Dbl	Sng	Tri	Child
Basic Program_____Nts.				
Meal Plan Adult _____ + Grat = _____ × _____Nts. =				
Meal Plan Child _____ + Grat = _____ × _____Nts. =				
Additional Hotel Features				
Airport Departure Tax				
Round Trip Airfare				
Subtotal				
× Number of Per Persons				
PER PERSON GRAND TOTAL				

Note: Food and beverage, musical entertainment, sightseeing and off-premise sports activity prices are quoted at current available rates and are subject to change without notice. Customer should verify at time of booking.

GROUP GRAND TOTAL $_____

GRAND CAYMAN Island Rendezvous

IT4E51HIRCY



- Air-conditioned Room/2 Double Beds
- Group Coordinator/Services
- Round trip transfers, airport to hotel
- Complimentary use of Meeting Rooms
- (5%) Government Room Tax
- Rum Swizzle Party
- Guide Book with Map
- Shopper's Bonus Book
- (10%) Gratuities to bellmen, pool and beach attendants, chambermaids
- Use of pool, beach, chaise lounges, towels
- Tennis courts, equipment supplied, volleyball, shuffleboard
- Children's playground and activities
- Social Director/daily activities

BASIC PACKAGE (for groups of 15 or more)

The Island Rendezvous program is especially designed for the basic needs of every group type: social, incentive, sales meeting or convention — with a Group Planner designed to help you tailor your total group program to meet your own group's special needs.

Prices per person European Plan (Room only)		Rates Valid December 15, 1975- December 14, 1976	
		Dec 15, 1975-Apr 25, 1976	Apr 26, 1976-Dec 14, 1976
Double	3 Nts	90.00	53.00
	4 Nts	118.00	70.00
	5 Nts	146.25	87.00
	6 Nts	174.50	103.00
	7 Nts	202.50	120.00
Single	3 Nts	163.25	98.00
	4 Nts	194.25	129.00
	5 Nts	225.25	160.00
	6 Nts	256.25	191.00
	7 Nts	287.25	222.00
Triple	3 Nts	70.50	47.50
	4 Nts	92.50	62.00
	5 Nts	114.25	76.25
	6 Nts	136.25	90.50
	7 Nts	158.00	104.75

At certain times of the year, these rates are negotiable. Contact the Cayman Sales Office at 305/592-8175, or write: Suite 205, 7220 N.W. 36th St., Miami, Fla. 33166.

Children under 12 years room free when sharing with adult. Transfers, one time charge $5.00 per child.

Meal Plan — Daily Rates

M.A.P. Modified American Plan
(Breakfast, Dinner)
$15.00 adult
$10.00 child
A 15% gratuity is applied to M.A.P.

NOTE: M.A.P. provides exceptional savings, proportionately, over a la carte dining and prevailing restaurant rates.

rices: Based on U.S. exchange rate $1.00 = **80¢ CI** and are subct to currency fluctuations.

redit Cards Accepted: American Express, Diners Club, Master harge, BankAmericard, Barclay Card, Chargex.

Complimentary Room Policy: One complimentary room for each 25 rooms sold to a maximum of four rooms (room portion only, exclusive of tax and gratuity).

NOTE: Airport Departure Tax of **$3.40** per person **NOT INCLUDED.**

Major Facilities and Activities

oolside. Water games. Bingo. Outdoor Bar-B-Q served under the ars to the sound of Island music.

reck of the Ten Sails. Happy hour from 5 to 6 p.m. daily. Local ening entertainment.

indsor Room. Elegant dining, open nightly.

erandah Room. For casual dining all day from 7 a.m.

Sports. Volleyball and excellent scuba diving. Fresh water pool. Every kind of water sport. Tennis.

Sightseeing. Island tours and world famous turtle farm.

Shopping. Duty-free (up to $100) downtown. Shopping on premises.

Transportation. Cars, motor bikes and bicycles available for rent.

Meeting & Banquet Facilities

Name of Room	Dimensions	Theatre	Classroom	Banquet
Cayman Islands	106' x 19'6"	225	165	150
Cayman Brac	37' x 19'6"	90	55	55
Grand Cayman	41' x 19'6'	100	70	70
Little Cayman	28' x 19'6"	60	40	40

ADDITIONAL HOTEL FEATURES AND ACTIVITIES

Cocktails and Hors d'oeuvres (Price per person)	1 Hr.	1½ Hrs.	2 Hrs.		No. of Persons		Group Total
Full Open Bar	4.60*	6.35*	8.00*	×		=	
Full Open Bar with Hot & Cold H/D	10.00*	14.75*	18.00*	×		=	
Rum Punch Party with Dry Buffet	4.00*	6.00*	8.00*	×		=	

*Includes 15% Gratuity

Subtotal $

Entertainment	Min. Length	Cost		No. of Performances		Group Total
Native Trio	1 hr.	75.00	×		=	
Dance Band Plus Native Show	5 hrs.	500.00	×		=	

Subtotal $

Sightseeing	Price per Person		No. of Persons		Group Total
Round the island tour	8.75	×		=	
Round the island tour with lunch	12.75	×		=	
Cookout tour of North Sound	12.50	×		=	

Subtotal $

Sports	Price per Person		No. of Persons		Group Total
Sailboats - Sun Fish	6.25/hour	×		=	
Snorkeling	3.00/hour	×		=	
Scuba Diving Trip — Certified divers only	16.00	×		=	
Glassbottom boat trip	5.00	×		=	

Subtotal $

Note: To figure per person cost for additional features or activities, divide total cost by number of persons participating.

Total Add'l. Features $_____ ÷ ____ Persons = $_____

TOTAL PROGRAM COST

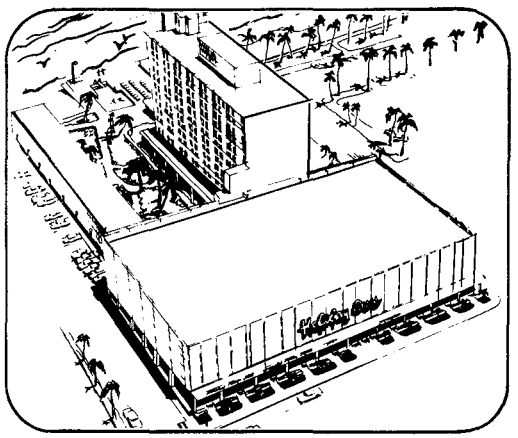
(Per Person Costs)	(Per Person Rate) Dbl	Sng	Tri	Child
Basic Program_____Nts.				
Meal Plan Adult _____ + Grat = _____ × _____ Nts. =				
Meal Plan Child _____ + Grat = _____ × _____ Nts. =				
Additional Hotel Features				
Airport Departure Tax				
Round Trip Airfare				
Subtotal				
× Number of Per Persons				
PER PERSON GRAND TOTAL				

Note: Food and beverage, musical entertainment, sightseeing and off-premise sports activity prices are quoted at current available rates and are subject to change without notice. Customer should verify at time of booking.

GROUP GRAND TOTAL $_____

Miami Beach Convention Center Island Rendezvous

IT4EA1HIRMB



- Air-conditioned Room/2 Double Beds/Television
- Welcome Rum Swizzle Party
- Guide Book and Map of Miami
- Souvenir T Shirt
- Innkeeper's Rum Punch Party (Monday)
- Round trip transfers including baggage handling
- (10%) Gratuities covering bellboys, maids, pool and beach boys
- (6%) Government Room and Food Tax
- Complimentary use of pool and beach chaise lounges and towels
- Social Director/Daily Activities Programme
- Group Coordinator/Services
- Children under 12 years room free when sharing with adult
- Children's Playground/Activities
- Complimentary use of Meeting Facilities

BASIC PACKAGE (for groups of 15 or more)

The Island Rendezvous program is especially designed for the basic needs of every group type: social, incentive, sales meeting or convention — with a Group Planner designed to help you tailor your total group program to meet your own group's special needs.

Prices per person European Plan (Room only) **Rates Valid December 21, 1975- December 20, 1976**

		Dec 21-Apr 25	Apr 26-Sep 8	Sep 9-Dec 20
Double	3 Nts	77.00	55.00	48.00
	4 Nts	100.00	72.00	63.00
	5 Nts	124.00	89.00	77.00
	6 Nts	148.00	105.00	91.00
	7 Nts	172.00	122.00	105.00
Single	3 Nts	134.00	91.00	77.00
	4 Nts	176.00	119.00	100.00
	5 Nts	207.00	148.00	124.00
	6 Nts	261.00	176.00	148.00
	7 Nts	304.00	205.00	172.00
Triple	3 Nts	63.00	48.00	45.00
	4 Nts	82.00	63.00	58.00
	5 Nts	100.00	77.00	71.00
	6 Nts	119.00	91.00	84.00
	7 Nts	138.00	105.00	97.00
	*Extra nt.	16.00	12.00	11.00

Children under 12 years room free when sharing with adult. Transfers and package features, one time charge $5.00 per child.

rices: Based on U.S. Dollars.
omplimentary Room Policy: One complimentary room for each 5 rooms sold to a maximum of four rooms (room portion only, exclusive of tax and gratuity).
Credit Cards Accepted: American Express, Diners Club, Master Charge, BankAmericard.

Major Facilities and Activities

ayan Room. Music for dancing nightly.
egency Room. International cuisine in elegant surroundings.
nkeeper's Cocktail Party. Open Bar. Hot and cold hors d'oeuvres.
tractions. Near Gulfstream and Calder Race Tracks, Miami Beach og Track, Lincoln Road Mall, Convention Hall, Jai-Alai, museums theatres, outstanding restaurants.
Sports. Swimming, snorkeling, scuba, water skiing, surfing, deep sea fishing, deep sea charters. Golf and tennis close by.
Sightseeing. Tours to Viscaya, Seaquariam, Parrot Jungle. Greater Miami Tour. Nightclub Tour. Disneyworld — 1 day tour.

Meeting & Banquet Facilities

Name of Room	Dimensions	Ceiling Height	Theatre	Classroom	Banquet
	86'6" x 39'3"	11'0"	500	425	350
	25'0" x 39'3"	11'0"	150	125	100
	25'0" x 39'3"	11'0"	150	125	100
	36'3" x 39'3"	11'0"	200	175	150

Cocktails and Hors d'oeuvres — ADDITIONAL HOTEL FEATURES AND ACTIVITIES

(Price per person)	1 Hr.	Add ½ Hr.	2 Hrs.		No. of Persons		Group Total
Full Open Bar	4.35*	1.75*	6.50*	×		=	
Full Open Bar with Hot & Cold H/D	7.70*	3.50*	12.50*	×		=	
Rum Punch Party	2.25*	1.25*	3.75*	×		=	
Dry Buffet	1.75*	1.25*	3.50*	×		=	

*16% Gratuity & 6% Tax not included — **Subtotal $**

Entertainment	Min. Length	Cost		No. of Performances		Group Total
Native Trio	4 Hours	125.00	×		=	
Dance Band	4 Hours	250.00	×		=	
Fashion Show	1½ Hours	175.00	×		=	
Folk Singer	4 Hours	150.00	×		=	

Subtotal $

Sightseeing	Price per Person		No. of Persons		Group Total
Vizcaya — 3½ Hrs.	5.00	×		=	
Seaquarium — 4½ Hrs.	4.50	×		=	
Parrot Jungle — 5 Hrs.	8.50	×		=	
Greater Miami Tour — 4 Hrs.	7.00	×		=	
Nightclub Tour — 2 Hrs.	20.00	×		=	
Disneyworld — 1 day Tour	28.00	×		=	

Subtotal $

Sports	Price per Person		No. of Persons		Group Total
Deep Sea Fishing — ½ day	8.00	×		=	
Deep Sea Charters	25.00	×		=	
Snorkeling	3.50	×		=	
Scuba — ½ day	20.00	×		=	
Scuba — full day	35.00	×		=	
Water Skiing — minimum 2 persons	25.00	×		=	
Surf Board Rental — 1 hour	2.00	×		=	

Subtotal $

Golf	Winter	Summer		No. of Persons	No. of Days	Group Total
Green Fees (18 holes)	7.00	3.50	×		=	
Golf Cart (18 holes)	9.00	7.00	×		=	
Club Rental			×		=	

Subtotal $

Note: To figure per person cost for additional features or activities, divide total cost by number of persons participating.

Total Add'l. Features $_____ ÷ _____ Persons = $_____

TOTAL PROGRAM COST

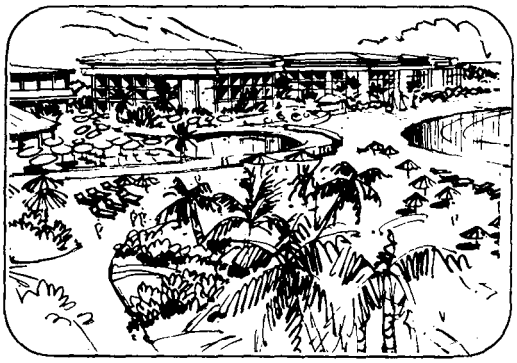
(Per Person Costs)	(Per Person Rate) Dbl	Sng	Tri	Child
Basic Program _____ Nts.				
Meal Plan Adult _____ + Grat = _____ × _____ Nts. =				
Meal Plan Child _____ + Grat = _____ × _____ Nts. =				
Additional Hotel Features				
Airport Departure Tax				
Round Trip Airfare				
Subtotal				
× **Number of Per Persons**				
PER PERSON GRAND TOTAL				

GROUP GRAND TOTAL $_____

Note: Food and beverage, musical entertainment, sightseeing and off-premise sports activity prices are quoted at current available rates and are subject to change without notice. Customer should verify at time of booking.

Montego Bay Island Rendezvous

IT5EA1HIRJM



- Air-conditioned Room/2 Double Beds and Private Balcony
- Welcome Rum Swizzle Party
- Guide Book and Map of the Island
- Shopper's Discount Bonus Book
- Souvenir Miniatures
- Spectacular Island Night Club Show
- Round-trip transfers including baggage handling
- (10%) Gratuities covering bellboys, maids, pool and beach boys
- (5%) Government Room Tax
- Complimentary use of pool and beach chaise lounges and towels
- Social Director/Daily Activities Programme
- Children under 12 years room free when sharing with Adult
- Group Coordinator/Services
- Children's Playground/Activities
- Complimentary use of Meeting Facilities

BASIC PACKAGE (for groups of 15 or more)

The Island Rendezvous program is especially designed for the basic needs of every group type: social, incentive, sales meeting or convention — with a Group Planner designed to help you tailor your total group program to meet your own group's special needs.

Prices per person European Plan (Room only) **Rates Valid December 16, 1975- December 15, 1976**

		Dec 16-Jan 3	Jan 4-Jan 31	Feb 1-Apr 25	Apr 26-Jun 30	Jul 1-Sep 11	Sep 12-Oct 31	Nov 1-Dec 15
Double	3 Nts	104.00	97.00	104.00	59.00	62.00	59.00	62.00
	4 Nts	137.00	128.00	137.00	76.00	81.00	76.00	81.00
	5 Nts	170.00	158.00	170.00	94.00	101.00	94.00	101.00
	6 Nts	203.00	189.00	203.00	111.00	118.00	111.00	118.00
	7 Nts	236.00	219.00	236.00	129.00	137.00	129..00	137.00
Single	3 Nts	182.00	168.00	182.00	104.00	111.00	104.00	111.00
	4 Nts	240.00	221.00	240.00	137.00	146.00	137.00	146.00
	5 Nts	299.00	275.00	299.00	170.00	182.00	170.00	182.00
	6 Nts	358.00	329.00	358.00	203.00	217.00	203.00	217.00
	7 Nts	416.00	383.00	416.00	236.00	252.00	236.00	252.00
Triple	3 Nts	84.00	76.00	84.00	51.00	55.00	57.00	55.00
	4 Nts	109.00	100.00	109.00	67.00	71.00	67.00	71.00
	5 Nts	135.00	123.00	135.00	82.00	88.00	82.00	88.00
	6 Nts	161.00	146.00	161.00	97.00	104.00	97.00	104.00
	7 Nts	186.00	170.00	186.00	112.00	121.00	112.00	121.00

Children under 12 years room free when sharing with adult. Transfers and package features, one time charge $5.00 per child.

Meal Plan — Daily Rates

B.P. Breakfast Plan
$4.00 adult $3.50 child

M.A.P. Modified American Plan
(Breakfast, Dinner)
$16.00 adult $12.00 child

F.A.P. Full American Plan
(Breakfast, Lunch, Dinner)
$20.00 adult $16.00 child

A 10% gratuity is applied to all meal plans

NOTE: M.A.P. provides exceptional savings, proportionately, over a la carte dining and prevailing restaurant rates.

M.A.P. SUPPLEMENT INCLUDES: Delicious Breakfast and Dinner Daily, Jamaican Bar-B-Que with Island Fashion Show (Tuesday); Lobster Cookout (Wednesday and Sunday); Caribbean Luau with Native Show (Friday); Informal Steak Fry (Monday and Thursday); with music to dance by poolside nightly, except Thursday. Or Dinner may be taken nightly in the elegant Plantation Room and Terrace.

Prices: Based on U.S. exchange rate $1.00 = **88¢ Jamaica** and are subject to currency fluctuations.

Complimentary Room Policy: One complimentary room for each 25 rooms sold to a maximum of four rooms (room portion only, exclusive of tax and gratuity).

Credit Cards Accepted: American Express, Diners Club, Master Charge, BankAmericard, Barclay Card.

NOTE: Airport Departure Tax of **$2.50** per person **NOT INCLUDED.**

Major Facilities and Activities

Poolside. Swimming in a huge free-form pool. Steak fries. Lobster feasts. Swinging music, limbo dancing.

Witch's Hideaway. Jamaica's most sought-after night spot. Dancing. Drinking. Native midnight entertainment ranging from Calypso to Reggae.

Plantation Room. Gourmet dining by candlelight.

Humming Bird Lounge. For intimate get togethers.

Crafts Market Cafe. Snacks all day till midnight.

On the Beach. Turtle and crab races. A chance to show your riding skill in the Donkey Derby.

Sports. Tennis, volleyball, shuffleboard. Half Moon and Ironshore 18-hole golf courses within 5 minutes. Horseback riding, sailing, fishing, glass bottom boating. Snorkeling, skin diving, scuba diving.

Sightseeing. Spectacular geography. Mountain peaks, tropical jungles, underwater grottos. Be poled down a tropic river on a bamboo raft. Walk under waterfalls. Visit a wildlife farm with man-eating crocodiles, panthers, lions. See centuries-old Rose Hall Plantation where the White Witch's ghost still wanders.

Shopping. Clothes, liquor, china, duty free goods in the Inn's lobby and in the shops directly across the street from lobby.

Meeting & Banquet Facilities

Name of Room	Dimensions	Ceiling Height	Theatre	Classroom	Banquet
Rose Hall Ballroom	123'2" x 43'8"	10'10"	800	450	550
Rose Hall #1	25' x 43'8"	10'10"	140	100	120
Rose Hall #2	25' x 43'8"	10'10"	140	100	120
Rose Hall #3	35'8" x 35'8"	10'10"	180	120	135
Rose Hall #4	37'6" x 35'8"	10'10"	180	120	135

Cocktails and Hors d'oeuvres — ADDITIONAL HOTEL FEATURES AND ACTIVITIES

(Price per person)	1 Hr.	Add. ½ Hr.	2 Hrs.	No. of Persons	Group Total
Jamaican Open Bar	3.95*	1.75*	7.45*		
Full Open Bar	5.50*	1.75*	9.00*	× =	
Full Open with Hot & Cold H/D	9.00*	3.50*	16.00*	× =	
Rum Punch Party	2.75*	1.75*	6.25*	× =	
Dry Buffet	1.75*	1.25*	3.50*	× =	

*10% Gratuity not included — **Subtotal $**

Entertainment	Min Length	Cost	No. of Performances	Group Total
Native Trio	1 hr.	100.00	× =	
Dance Band Plus Native Show	4 hrs.	600.00	× =	
Folkloric Show	30 min.	200.00	× =	
Fashion Show	30 min.	100.00	× =	

Subtotal $

Sightseeing	Price per Person	No. of Persons	Group Total
Montego Highlights (3 hrs.)	7.50	× =	
Ocho Rio Tour (all day)	13.00	× =	
Swamp Safari & rafting (4 hrs.)	18.00	× =	
Great River Tour (4 hrs.)	18.00	× =	
Rafting Martha Brae (3 hrs.)	15.50	× =	
Great Houses Tour (3 hrs.)	12.00	× =	

Subtotal $

Sports	Price per Person	No. of Persons	Group Total
Tennis	Free	× =	
Volleyball	Free	× =	
Shuffleboard	Free	× =	
Horseback riding per hr.	6.00	× =	
Skin diving	8.00	× =	
Sailing	4.00	× =	
Deepsea fishing (½ day)	18.00	× =	
Scuba diving per dive (½ day)	10.00	× =	

Subtotal $

Golf	Winter	Summer	No. of Persons	No. of Days	Group Total
Green Fees (18 holes)	8.00	5.00	×	× =	
Golf Cart (18 holes)	10.00	10.00	×	× =	
Club Rental	5.00	5.00	×	× =	

Subtotal $

Note: To figure per person cost for additional features or activities, divide total cost by number of persons participating.

Total Add'l. Features $_____ ÷ ____ Persons = $_____

TOTAL PROGRAM COST

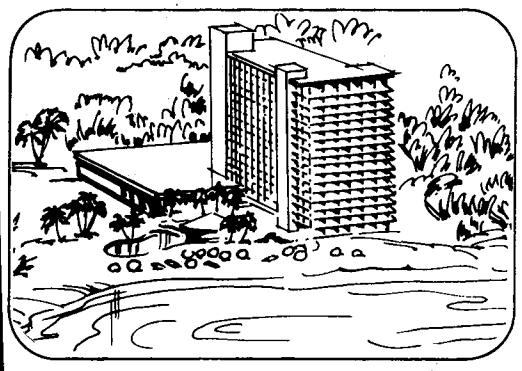
(Per Person Costs)	(Per Person Rate) Dbl	Sng	Tri	Child
Basic Program _____ Nts.				
Meal Plan Adult _____ + Grat = _____ × _____ Nts. =				
Meal Plan Child _____ + Grat = _____ × _____ Nts. =				
Additional Hotel Features				
Airport Departure Tax				
Round Trip Airfare				
Subtotal				
× **Number of Per Persons**				
PER PERSON GRAND TOTAL				

Note: Food and beverage, musical entertainment, sightseeing and off-premise sports activity prices are quoted at current available rates and are subject to change without notice. Customer should verify at time of booking.

GROUP GRAND TOTAL $_____

Paradise Island Island Rendezvous

IT5EA1HIRPI



- Air-conditioned Room/2 Double Beds
- Children under 12 years room free
- Airconditioned Room/2 Double Beds and Private Balcony
- Welcome Rum Swizzle Party
- Guide Book and map of the Island
- Two Souvenir Miniatures
- Shopper's Discount Bonus Book
- Innkeeper's One hour open Cocktail Party with hors d'oeuvres (Sunday)
- Gaming Instruction Book
- Round-trip transfers including baggage handling
- (10%) Gratuities covering bellboys, maids, pool and beach boys
- (4%) Government Room Tax
- Complimentary use of pool and beach chaise lounges and towels
- Social Director/Daily Activities Programme
- Group Coordinator/Services
- Children under 12 years, room free when sharing with adult
- Children's Playground/Activities
- Complimentary use of Meeting Facilities

BASIC PACKAGE (for groups of 15 or more)

The Island Rendezvous program is especially designed for the basic needs of every group type: social, incentive, sales meeting or convention — with a Group Planner designed to help you tailor your total group program to meet your own group's special needs.

Prices per person European Plan (Room only) Rates Valid December 16, 1975- December 15, 1976

		Dec 16-Jan 3	Jan 4-Jan 31	Feb 1-Apr 25	Apr 26-Jun 30	Jul 1-Sep 11	Sep 12-Oct 31	Nov 1-Dec 15
Double	3 Nts	99.00	92.00	99.00	64.00	71.00	64.00	71.00
	4 Nts	129.00	120.00	129.00	82.00	92.00	82.00	92.00
	5 Nts	159.00	147.00	159.00	101.00	113.00	101.00	113.00
	6 Nts	189.00	175.00	189.00	120.00	133.00	120.00	133.00
	7 Nts	219.00	203.00	219.00	138.00	154.00	138.00	154.00
Single	3 Nts	175.00	161.00	175.00	106.00	120.00	106.00	120.00
	4 Nts	231.00	212.00	231.00	138.00	157.00	138.00	157.00
	5 Nts	287.00	263.00	287.00	171.00	194.00	171.00	194.00
	6 Nts	342.00	315.00	342.00	203.00	231.00	203.00	231.00
	7 Nts	398.00	366.00	398.00	236.00	268.00	236.00	268.00
Triple	3 Nts	78.00	74.00	78.00	53.00	60.00	53.00	60.00
	4 Nts	100.00	97.00	100.00	68.00	78.00	68.00	78.00
	5 Nts	124.00	118.00	124.00	84.00	95.00	84.00	95.00
	6 Nts	147.00	140.00	147.00	99.00	113.00	99.00	113.00
	7 Nts	170.00	162.00	170.00	114.00	130.00	114.00	130.00

hildren under 12 years room free when sharing with adult. Transfers and package features, one time charge $7.00 per child.

Meal Plan — Daily Rates

B.P. Breakfast Plan	M.A.P. Modified American Plan	F.A.P. Full American Plan
$4.50 adult $3.50 child	(Breakfast, Dinner)	(Breakfast, Lunch, Dinner)
	$16.00 adult $12.00 child	$20.00 adult $16.00 child

A 15% gratuity is applied to all meal plans

NOTE: M.A.P. provides exceptional savings, proportionately, over a la carte dining and prevailing restaurant rates.

.A.P. SUPPLEMENT INCLUDES: Delicious Breakfast and Dinner daily, Bahamian Buffet with Junkanoo Show (Tuesday); Seafood Buffet ith the Inn's staff's own show "Yes, I can Revue" (Friday); Dinner Nightly in the elegant Neptune's Table, Champagne Brunch (Sunday).

ices: Based on U.S. exchange rate $1.00 = **On Par** and are subct to currency fluctuations.

omplimentary Room Policy: One complimentary room for each rooms sold to a maximum of four rooms (room portion only, clusive of tax and gratuity).

Credit Cards Accepted: American Express, Diners Club, Master Charge, Chargex, BankAmericard, Barclay Card.

NOTE: Airport Departure Tax of $3.00 per person **NOT INCLUDED.**

Major Facilities and Activities

olside. Island calypso entertainment and lunches from 12 noon 3 pm daily around the beachfront oasis pool with Bar. Sunday eneral Manager's open cocktail party.

e Pirate's Cove. Cocktails daily starting at 4 pm. Dancing and licking calypso nightly from 10 pm to 2.

e Lobby. Cocktails daily from 7 pm til 10 pm while the worldnous Nassau Steel Band plays everything calypso, everything hamian.

ptune's Table. Gourmet dining, international cuisine and service.

Paradise Island Casino. It's nearby, and the chips are waiting for those who'd make a pass at Lady Luck.

Sports. Snorkeling, skindiving, sailing, many other water sports. 4 tennis courts, 2 lighted for night play. Horseback riding.

Sightseeing. Trips to Nassau, its forts, its historic landmarks by arrangement.

Shopping. Downtown Nassau. Bus service 4 times daily. Hotel arcade. Souvenir and gift shop. Perfume shop.

Meeting & Banquet Facilities

Name of Room	Dimensions	Ceiling Height	Theatre	Classroom	Banquet
Polaris Hall	124' x 78'	16'	1500	600	1000
Section A	33' x 78'	16'	360	155	260
Section B	31' x 78'	16'	325	145	240
Section C	48' x 22'	16'	120	50	85
Section D	48' x 30'	16'	200	75	120
Section E	48' x 26'	16'	160	60	100

Cocktails and Hors d'oeuvres — ADDITIONAL HOTEL FEATURES AND ACTIVITIES

(Price per person)	1 Hr.	Add ½ Hr.	2 Hrs.		No. of Persons		Group Total
Full Open Bar	4.75*	1.75*	8.25*	×		=	
Full Open Bar with Hot & Cold H/D	8.25*	3.75	15.75*	×		=	
Bahamian Open Bar	3.95*	1.75*	7.45*	×		=	
Rum Punch Party	3.50*	1.50*	6.50*	×		=	
Dry Buffet	1.75*	1.25*	3.50*	×		=	

*10% Gratuity not included — **Subtotal $**

Entertainment	Min. No. Hours	Cost		No. of Performances		Group Total
Native Trio	1	175.00	×		=	
Dance Band (6 pieces)	2	200.00	×		=	
Native Show	2	750.00 (per show)	×		=	
Fashion Show	1	300.00 (per show)	×		=	
"Yes I Can" Review	2	500.00 (per show)	×		=	

Subtotal $

Sightseeing	Price per Person		No. of Persons		Group Total
City and Country	7.75	×		=	
Catamaran Cruise	11.00	×		=	
Nightclub Tour	13.25	×		=	
Seafloor Aquarium	7.75	×		=	
Ocean Sailing	26.50	×		=	

Subtotal $

Sports	Price per Person		No. of Persons		Group Total
Glassbottom boat cruise (1 hour)	3.50	×		=	
Snorkeling & skin diving cruise (3 Dives ½ day)	90.00	×		=	
Deep Sea Fishing (½ day, up to 6 persons)	120.00 (for boat)	×	(No. of Trips)	=	

Subtotal $

Golf	Winter	Spring/Sum/Fall	No. of Persons		No. of Days		Group Total
Green Fees (18 holes)	10.00	7.00	×	×		=	
Golf Cart (18 holes)	12.00	10.00	×	×		=	
Club Rental	6.00	5.00	×	×		=	

Subtotal $

Note: To figure per person cost for additional features or activities, divide total cost by number of persons participating.

Total Add'l. Features $_____ ÷ ____ Persons = $_____

TOTAL PROGRAM COST

(Per Person Costs)	(Per Person Rate) Dbl	Sng	Tri	Child
Basic Program_____Nts.				
Meal Plan Adult _____ + Grat = _____ × _____ Nts. =				
Meal Plan Child _____ + Grat = _____ × _____ Nts. =				
Additional Hotel Features				
Airport Departure Tax				
Round Trip Airfare				
Subtotal				
× **Number of Per Persons**				
PER PERSON GRAND TOTAL				

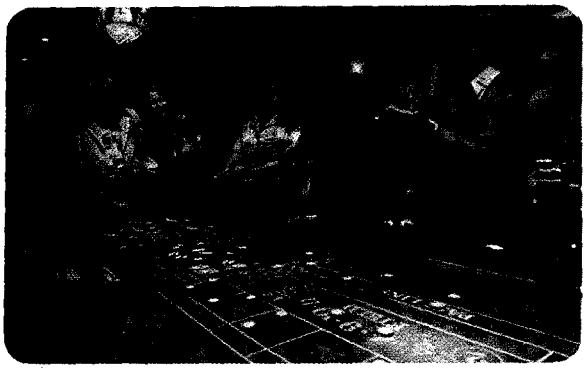
Note: Food and beverage, musical entertainment, sightseeing and off-premise sports activity prices are quoted at current available rates and are subject to change without notice. Customer should verify at time of booking.

GROUP GRAND TOTAL $_____

Ho idAy INN resorts are planned for good sports. Outdoors AND iN.



Swim in the ocean.
Swim in freshwater pools.



The chips are down. Try your luck at the casinos.

Gourmet dining
enhanced by superb service.





Tennis day or night. Pro lessons.



Island entertainment.



to the sea.
ıer your own island sloop.



Test your game on championship courses.

EASTERN
THE WINGS OF MAN

Holiday Inns

ONE SOURCE for all your travel planning

For more information on our Island Rendezvous program, contact a Holiday Group Sales Specialist in a city below:
Atlanta (404) 451-7105 • Boston (617) 742-7630 • Oak Brook, Ill. (312) 325-1225 • Dallas (214) 744-1578
Hollywood (213) 469-2274 • New York (212) 868-1080 • Philadelphia, Pa. (215) 521-1700 • Southfield, Mich. (313) 355-1062
Toronto (416) 360-1980 • Arlington, Va. (703) 527-3384 • Memphis (901) 362-4921 • Miami (305) 531-3471



Reservations: Reservations for this package may be secured by a deposit in the amount of one night's accommodations, per person, at the time of confirmation. Full payment is required 14 days prior to arrival of group.

Responsibility: Holiday Inn, Inc., its affiliates, associates and franchisees and/or any travel or booking agents, assume no responsibility for loss, damage or injury to person, property or otherwise resulting, directly or indirectly, from acts of God, dangers incident to the sea, fire, breakdown of machinery, or equipment, acts of government or other authorities, de jure or de facto, wars, whether declared or not, hostilities, civil disturbances, strikes, riots, thefts, pilferage, epidemics, quarantines, customs regulations, delays or cancellations of or changes in itinerary or schedules, or from the acts or omissions of any othe persons, including, but not limited to, owners and contractors who furnish accommodations and services of any nature or transportation of any kind or from any cause or causes beyond the control of Holiday Inns, Inc., its affiliates, associates, and franchisees and/or travel or booking agent, or from improper or insufficient passports, visas or other documents, and neither Holiday Inns, Inc., its affiliates, associates and franchisees nor any travel or booking agent shall be liable or responsib for any additional expense or liability sustained or incurred by Purchaser and/or Passenger as a result of any of the foregoing occurrences or conditions. The airlines concerned are not to be held responsible for any act, omission or event during the ti passengers are not aboard their aircraft. The passage contract in use by the airlines, when issued, shall constitute the sole co between the airline and the purchaser of the tour and/or the passenger.

Any IATA/ATC carriers may be used in conjunction with this tour.

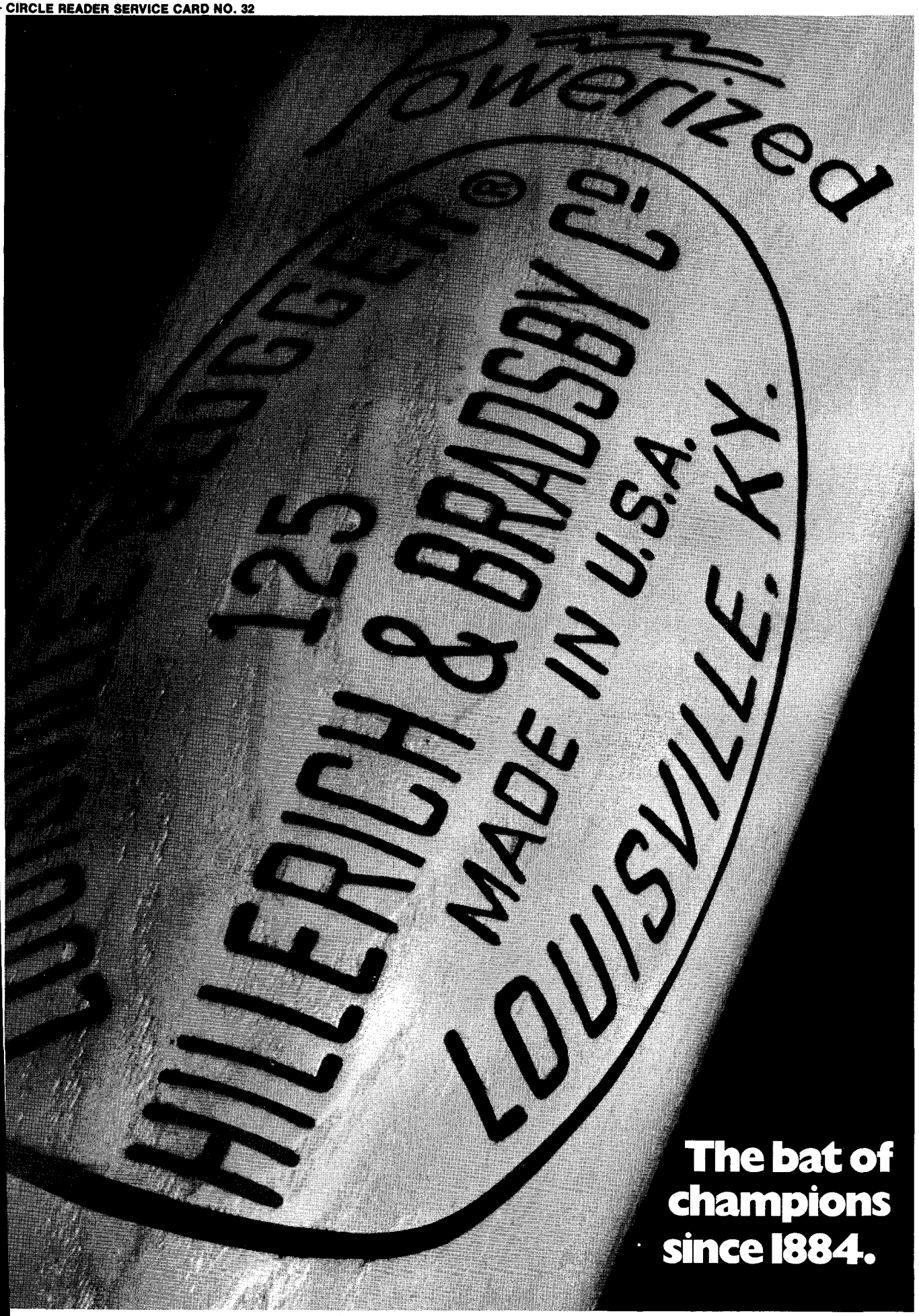
Note: Travel agent commissions paid only on basic package and meal plan. Additional features that may be added are priced non-commissionable.

EASTERN
THE WINGS OF MAN

Holiday Inns
Caribbean. Bahamas. Bermuda.
The most accommodating people in the world.©

LITHO IN U.S.A. 9/75 GRAPHCO, MIAMI - HIG 302

← CIRCLE READER SERVICE CARD NO. 32



CIRCLE READER SERVICE CARD NO. 33

Illuminating ideas

An outdoor lighting expert talks about the facilities you need — and can afford



by
Wallace A. Weld

THE art of illuminating sports areas originated in the late 1920's. Although some installations had been completed previously, in many cases they were based primarily on guess work. When someone wanted to light a tennis court, for example, indoor pendant mounted units were often hung over the center of the court. Later, very simple flood lights were developed, largely to protect the lamp (bulb) from the weather. As the art progressed, floodlights of modern design were produced. Now we have a multitude of units which are designed to produce specialized light sources.

Modern lamps, as you know, vary greatly in size and design. The first lamps commercially available were of the incandescent type. Most of these provided a very compact light source. Later, the quartz lamp, another incandescent type, made its appearance. Being a comparatively long light source, the quartz lamp required special parabolic reflectors to produce different types of vertical beam distributions. Various beam patterns had already been developed for the regular incandescent lamps.

About the same time as the quartz lamp was introduced, the clear mercury lamp arrived. Although it was twice as bright as the incandescent lamps, the color of the clear mercury's light was not acceptable. Another drawback to this new lamp was the size of its light source. Instead of a small compact filament, its source was a mass five inches or more in length by four to seven inches in diameter. With filaments that large, it was practically impossible to design the medium or narrow beams which are best for good outdoor lighting.

When the metal halide lamps, which are basically mercury lamps with metal additives in the arc stream, came along with their smaller light sources, floodlights producing practically all types of beams became available. The color of their light is quite similar to daylight which does not distort the reproduction of colors. (Sodium lamps are not included in this article since their monochromatic yellow color distorts other colors and makes them objectionable to many people.)

The following tables provide information on lamps available today. Table 1 shows the minimum efficiency (useful light output compared with total energy input) that may be expected from various well designed floodlights. Table 2 lists modern lamp sizes and prices.

Based on the information there, it might seem at first glance that the 1,000 and 1,500-watt incandescant lamps offer the best lighting bargains. Comparing these lamps to a 1,000-watt metal halide lamp, however, you discover at once that the metal halide produces approximately five times as much light on a watt-for-watt basis. A floodlighting installation at normal voltage requires only one metal halide flood to produce the same results as three 1,500-watt incandescent lamps. The incandescent floods, furthermore, use 4,500 watts compared with only 1,100 watts for the metal halide lamps. From an operational viewpoint, metal halide lamps can reduce electrical costs by 75% or more. In this day and age, that kind of fuel savings can be crucial. When considering lamp replacement costs, too, the metal halide offers greater long-run economy. The incandescent, with its 1,000-hour life will have to be replaced ten times within the 10,000-hour life of the metal halide lamp. This replacement cost will total $75.10 over 10,000 hours, which is more than the cost of a metal halide lamp. When you consider the labor cost of the nine incandescent replacements as well, you can see clearly that greater savings will accrue for the metal halide installation.

There are many factors which will influence the selection of not only the lamp but also the type of floodlight. Space does not permit a complete discussion of the factors. Some of the most important considerations must be: installation costs, line voltage, wire sizes, controls, light utilization, flooding distribution, mounting height, shadows and light direction, pole locations, light loss factors, type of area, and total acreage to be covered. For best results a competent lighting engineer should be consulted for careful assessment of your needs.

The number of lighting fixtures necessary for any particular area can vary greatly, depending upon lamp sizes, lumen outputs, and flood-light design. Years ago, Illuminating Engineering Society (IES) publications specified the number of incandescent floodlights required for a given sports area. Now, this information has been deleted due to the many different types of lamps and floodlights available. Within a fairly broad range,

continued on following page

Table 1

LAMP EFFICIENCY

		Incandescent Lamps		Mercury Lamps		Fluorescent Lamps
		Effective Reflector Area in Square Inches (Square Centimeters)				
Beam Spread Degrees	NEMA* Type	Under 227 (1460)	Over 227 (1460)	Under 227 (1460)	Over 227 (1460)	Any
10 up to 18	1	34%	35%	—	—	20%
18 up to 29	2	36%	36%	22%	30%	25%
29 up to 46	3	39%	45%	24%	34%	35%
46 up to 70	4	42%	50%	35%	38%	42%
70 up to 100	5	46%	50%	38%	42%	50%
100 up to 130	6	—	—	42%	46%	55%
130 and up	7	—	—	46%	50%	55%

**Taken from National Electrical Manufacturers' Association (NEMA), 155 East 44th Street, New York, New York 10017. Publication FL 1-1964.*

***Indicative of what can be expected from typical equipment.*

Table 2

LAMP SCHEDULE

Watts	Volts	Hours Life	Approx. Lumens	List Price
		Incandescent		
500	120	1,000	10,445	$ 1.76
1,000	120	1,000	23,100	4.70
1,500	120	1,000	33,620	7.15
1,500	132	300	45,000	7.15
		Quartz (Incandescent)		
500	120	2,000	9,300	16.60
1,000	240	2,000	21,500	19.55
1,500	208	3,000	29,000	20.90
		Clear Mercury		
400	24,000	20,500	12.50	
1,000	16,000+	55,000	34.70	
		Metal Halide		
400	15,000	34,000	31.25	
1,000	10,000	100,000	69.50	

however, there remain general guidelines for the number of floodlights needed. Table 3 lists a few standardized sports areas, as a rough guide for estimating the quantities of floodlights you may require.

Quantities for other areas can be determined by an experienced engineer. The quantity in each case will be determined by the size of the area, type of sports activity, and required illumination.

The specifics of each location are important in designing the best possible illumination system. In researching the requirements for a tennis court lighting project in Lincolnwood, Illinois, for example, we took both indoor and outdoor lighting guidelines into consideration. The study resulted in a new IES recommended practice for indoor and outdoor courts, published in the IES *Journal* for July. The study confirmed that illumination must come not only from the sides of a court, but also from the back corners, so that the vertical intensities, so necessary at the base lines, are provided. Floodlighting five tennis courts using these new principles proved so successful that a similar system was installed at Northfield, Illinois. The Lincolnwood installation, using eight 1,000-watt metal halide 4x5 general purpose floodlights, produced over 30 footcandles of light. The location, mounting, and aiming of the floodlights — along with the very necessary horizontal louvers to provide cutoff — assured that players at the baselines would not experience any direct glare from the opposite floodlights. The horizontal louvers also protected the residents of the surrounding neighborhood from the very high candlepower produced by the 40 floodlights. Actual costs were very little more than those necessary for an installment of 10 footcandles.

The only difference between this installation and a similar incandescent one are the lower power demand of 8,800 watts per court for the metal halide lamps, as compared to an installation of twenty-four 1,500-watt incandescent lamps for the same footcandle intensity. The reduction in floodlights also decreases the wire size, cost of controlls, cost of poles, and other equipment, which in turn reduces labor costs. A similar analysis could be made for other sports areas and the results would be about the same. With a continuing fuel shortage facing us, it makes a lot of sense to reduce energy, usage while building a better lighting installation. This, too, provides better playing conditions.

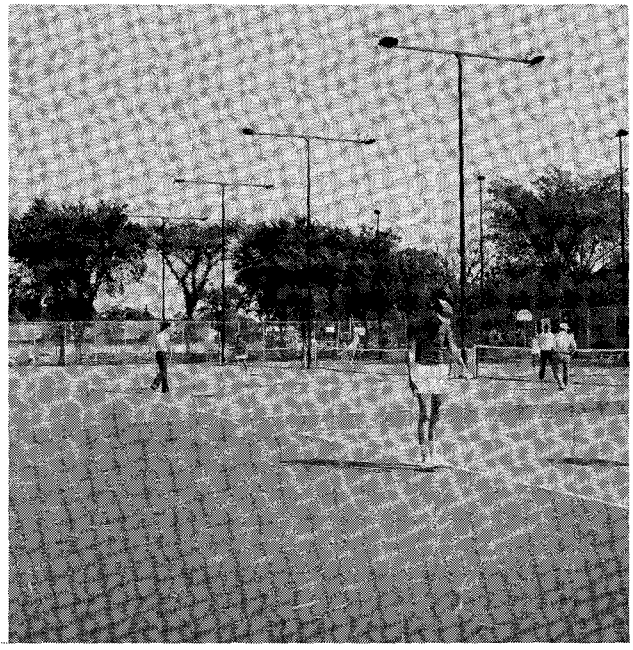
In a short article such as this, of course, we cannot possibly cover all the details which should be considered in planning outdoor lighting facilities. Those who need further specific information should refer to the *Current Recommended Practice for Sports and Recreational Area Lighting*, published by the Illuminating Engineering Society, 345 E. 47th St., New York, NY 10017. That publication expands upon all the material mentioned above and discusses other significant areas of outdoor lighting. □

Table 3 **COMMON FLOODLIGHT REQUIREMENTS**

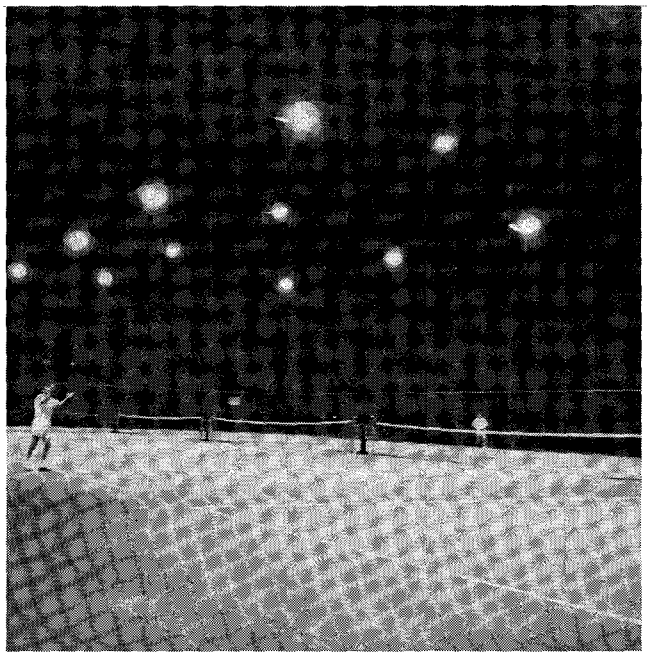
Sport	Average footcandles maintained in service*		Incandescent Clear 1,500W	Quartz Clear 1,500W	Merc. Phosphor Coated 1,000W	Metal Halide Clear 1,000W
	Infield	Outfield				
Softball/Industrial	20	15	60	68	40	—a**
240' outfield/semi-pro	30	20	84	96	60	48
Baseball/semi-pro						
Class C-D	30	20	240	264	180	120
Class A-B	50	30	320	350	240	160
Football	General					
Class IV	20		80	88	68	46
Class III	30		128	142	108	72
Class II	50		216	240	184	124
Tennis						
Recreational	10		8	10	4	-a
Club	20		14	16	8	-a
Tournament	30		20	24	12	8
Hockey/Outdoor						
Recreational	10		20	22	16	-a
Amateur	20		32	36	24	16
Professional	50		80	88	50	34

**Represents average illumination when luminaires are at their lowest output. This occurs just prior to lamp replacement and luminaire cleaning.*

***(-a) Use of metal halide not advisable except with lamps of lower wattage.*



This tennis court lighting system in Lincolnwood, Illinois resulted in a new IES recommended practice for indoor and outdoor lighting. It provides maximum efficient illumination on the courts, with a minimum of annoying glare in the surrounding neighborhood.



Wallace A. Weld graduated from Northwestern University in 1925 and did post graduate work in Lighting at Lewis Institute. He has worked for the Goodrich Electrical Company, Revere Electric Manufacturing Company, the Crouse-Hinds Company. He is now an Outdoor Lighting Consultant in Northbrook, Illinois. Mr. Weld has been active for many years in the Illuminating Engineering Society.

Introducing a new no-overhead recreation travel department to make your job easier.

We're Loyal Travel. One of the largest travel agency organizations in the U.S. And we offer one-stop service for all your travel needs.

And we can help you better than any other travel source.

Better because we have a national network of 45 offices, staffed by experts.

Better because we have appointments from all major national and international travel conferences.

Better because we're young, fresh, eager, anxious to please, and free. (When you add all those together, it even makes us better than free.)

So look for us locally in the Yellow Pages. We're under Travel Agencies and Bureaus.

The only cost you'll incur is the cost of the call.

LOYAL TRAVEL™

BETTER THAN FREE.™

CIRCLE READER SERVICE CARD NO. 34

$22.00

Bed and breakfast and lunch and dinner and meeting room and coffee and donuts and more coffee and...

. . . we offer this special meeting rate at participating Ramada Inns nationwide. Your group will get rooms for the night, a meeting room for the day, three meals, and two coffee breaks. All for $22.00 per person, based upon double occupancy. Or $26.00 for single occupancy. A ten room minimum is required.

You can budget your next meeting or seminar at a Ramada Inn near the airport, downtown or along the highway. Ramada Inns are just about everywhere.

Tell me more about the $22.00 special meeting rate. D

Name _____

Title _____

Company _____

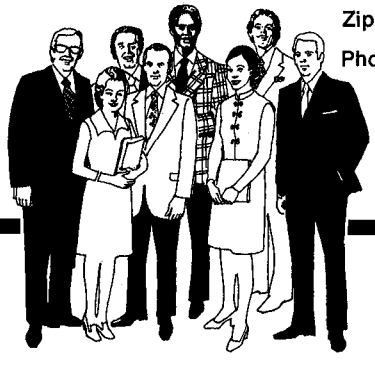
Address _____

City _____ State _____

Zip _____

Phone _____

Mail to:
Ramada Inns
Sales Department FM
P.O. Box 590
Phoenix, Arizona
85008



For more meeting information, write or call one of our experienced meeting specialists at the Ramada National Sales Office nearest you:

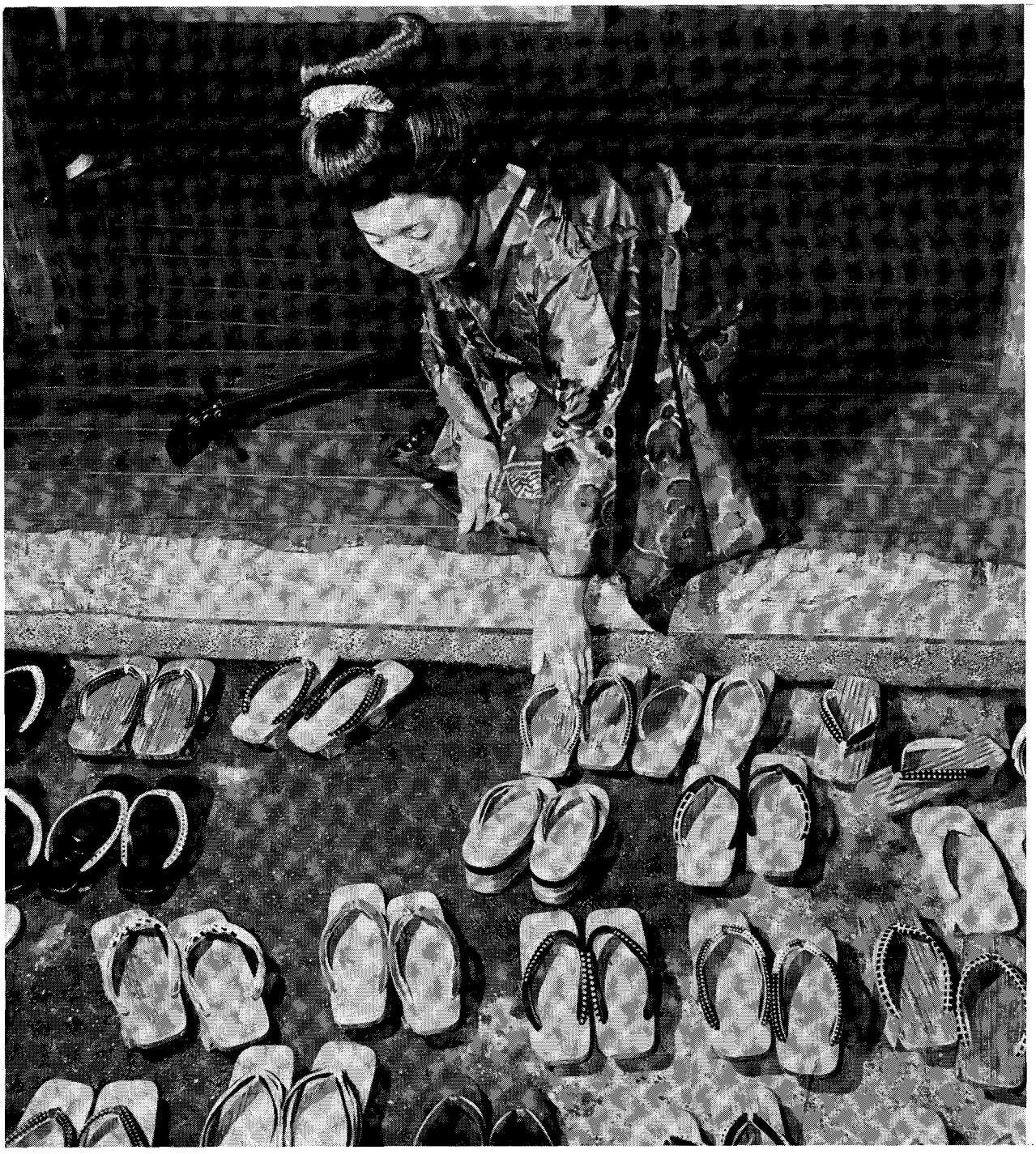
Atlanta 404-892-8181;
Chicago 312-236-0515;
Dallas 214-368-5212;
L.A. 213-659-1910;
New York 212-541-7470.

Your regular place to meet

RAMADA® INNS WORLDWIDE

CIRCLE READER SERVICE CARD NO. 35

Exotic glimpse of Japan is closer than you imagine



travel spotlight

FOR many Americans, even those who are relatively well traveled, a trip to Japan can seem too exotic to be possible. Many may feel that the trip would be prohibitively expensive. Others may fear that, unlike Europe, Japan is *too* foreign, too unfamiliar to be enjoyable.

Group travel to Japan, though, can dispell those worries. Especially for travelers from the western U.S., group prices may put faraway Japan within reach. Individual round trip air fares from San Francisco for groups of 70-99 people, for example, may cost about $550. Individuals in similarly sized groups may fly round trip from Chicago for under $800. If the tour director plans carefully, western or Japanese-style meals and accommodations can be arranged at surprisingly low prices. Airlines and travel agents are excellent sources of specific cost information and tour suggestions.

Japan is exotic for the westerner, but it is also warm, welcoming, and surprisingly familiar. Over the last generation, in fact, Japan has grown rapidly closer to the U.S. style of life — for both good and ill. Baseball fans and lovers of night club entertainment can feel at home in major Japanese cities. Urban Americans will appreciate the excellent Japanese public transit system and recognize the tell-tale air of booming Japanese industry. For all her westernization, though, Japan still offers the serenity and understated beauty of a culture that was tradition before our country was born.

TOKYO

Visitors who arrive in Tokyo on a clear day will see Mt. Fuji rising above the distant clouds even before they land. In Tokyo, the Japanese capital city since 1868, Americans will see the country's most westernized industrial city, with some of the traditions of old Japan still present.

Visitors will want to see the Imperial Palace, surrounded by a series of picturesque moats. A turn at shopping demands a stroll through the Ginza and Nihombashi, the busiest and most fashionable shopping and entertainment districts. Everywhere in Tokyo, visitors can view a blend of eastern and western influences. The Outer Garden of the Meiji Shrine includes many contemporary sports facilities, including the National Stadium. The Tokyo Tower, an independent steel structure, is one of the tallest in the world. Hibiya Park at Yurakucho is a peaceful blend of oriental and occidental gardens. The city's museums, too, offer a worldwide variety of art treasures, from ancient oriental works to masterpieces by Van Gogh and Picasso. For entertainment, Tokyo offers traditional Noh and Kabuki theatre, as well as current live entertainment from all around the world.

In many ways, Tokyo *is* modern Japan. The western visitor may want to leave it behind — to discover for himself if the traditional saying — "the great charm of Japan is found outside the big city" — is true.

NIKKO

A deluxe train covers the 100 miles to Nikko, north of Tokyo, in 90 minutes. The tracks pass alongside rice paddies before winding up into the mountains and through forests of tall, dark green cedar trees.

From the train station, it is a quick bus ride to the area of magnificent temples and shrines. At the renowned Toshogu Shrine, visitors walk under a tall, moss-covered Torii gate that was carved out of granite, then pass by a five-story pagoda. A short distance ahead is an unpretentious building which was an ancient stable, but is world famous for the carvings of the three monkeys that "See No Evil, Speak No Evil, Hear No Evil." Atop a nearby flight of stone steps is the main level of the shrine, which is entered thru the Yomeimon Gate, an enormous wooden structure entirely adorned with elaborate carvings, many of which are covered with gold paint. This is typical of the rest of Nikko, colorful, striking, ornate and mystical.

After a day or two at Nikko, the visitor may return to Tokyo and begin a journey down the island of Honshu, Japan's main island.

KAMAKURA

The first stop is Kamakura, 30 miles south of Tokyo. Kamakura was Japan's capitol from 1192 to 1333, but now is best known for the 42-foot tall Big Buddha, which sits serenely on a hillside, surrounded by lush foliage. Less than a mile away, inside a high, dimly lit temple, stands the Hase Kannon. This 30-foot tall, 11-faced image of Kannon, the Goddess of Mercy, was carved out of one piece of camphor wood in 721 by a Buddhist priest, and is covered with gold.

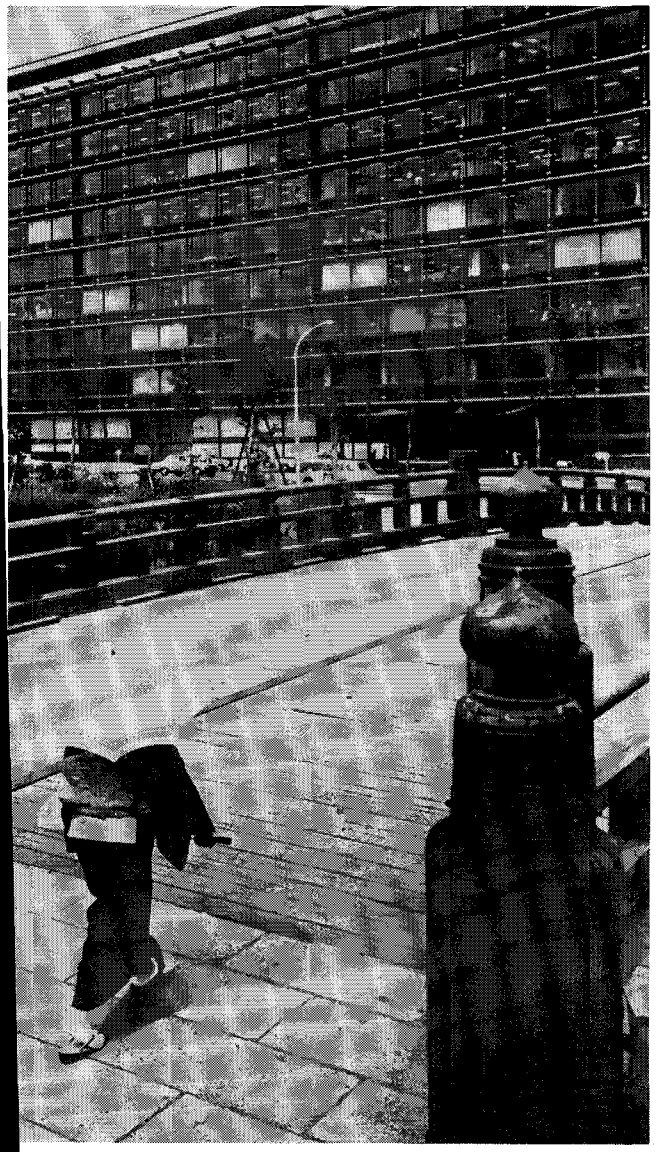
ENOSHIMA

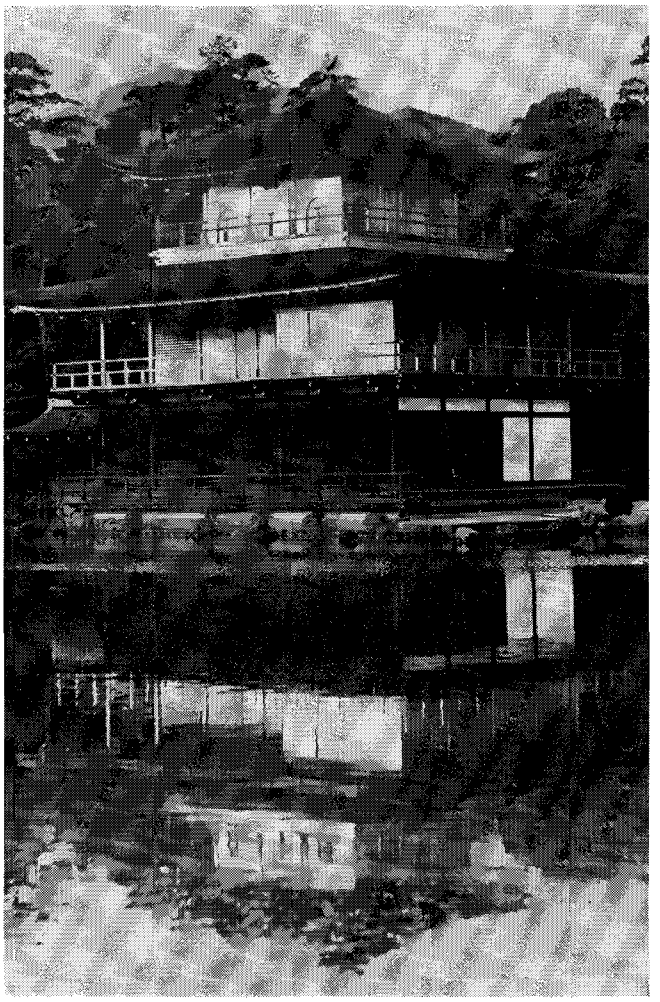
Just around a bend in the coastline from Kamakura, is the picture-island of Enoshima. Connected to the mainland by a quarter-mile long causeway, the rocky, tree covered island has an atmosphere of enchantment all its own.

Narrow streets and alleyways are lined with small shops, while higher elevations are dotted with scores of temples and shrines. Small hotels in picturesque Japanese style, all with wide porches, command excellent views of the broad bay and adjacent mainland.

continued on page 28







The ancient and modern blend in today's Japan. Clockwise from top left: a side street in the Ginza; the Golden Pavilion in Kyoto; the park near Yasukuni Shrine, a Shinto memorial to Japanese heros; a woman in traditional kimono walking to the modern Mainichi Newspaper Building in Tokyo.



The early evening view from the top of Enoshima is especially attractive, particularly during the time of year when the sun sets behind Mt. Fuji, its last rays bathing the island in orange, while the dark water below takes on a purple hue.

HAKONE-IZU-FUJI

The scenery around Lake Hakone is strikingly breathtaking. A car or bus ride along Hakone Skyline Drive, high on a ridge surrounding this deep, blue crater lake, reveals some of the most spectacular views to be found in Japan.

At one point, to the south of the lake, the visitor feels he is on top of the world looking down. To the north is the lake and the rugged hills beyond. To the east, the outline of the Izu Peninsula can be seen extending into the Pacific Ocean. To the South, Suruga Bay and the uneven coastline stretches straight out to blend with the distant horizon. To the west, the land slopes down to a broad valley that spreads out unbroken, until it rises up again into the snow-covered crest of Mt. Fuji.

KYOTO

Much can be said about Kyoto, Japan's capitol for 1,100 years. There are nearly 2,000 temples and shrines, and several hundred gardens. Most of the residential areas are at least 250 years old. These austere houses, with their weathered wooden exteriors, give the city a special quaintness.

It is said about Kyoto that even life-long residents can never see all that the city has to offer. To pick just one location to visit in Kyoto is difficult — and unfair to the rest of the city. Few people, however, will dispute choosing the Golden Pavilion, situated beside a pond and surrounded with trees in a secluded hillside setting. The approach to the two-story, gold covered building is up a narrow path, bordered with tall bamboo hedges, which abruptly turns to reveal one of the most dazzling sights in Japan. The brilliance of the Golden Pavilion, shimmering in sunlight, is reflected in the still water.

NARA

Not far from Kyoto, only half an hour by train or an hour by bus, is the city of Nara, Japan's first permanent capitol — from 710 to 784 — a city which contains many ancient treasures.

One of the most striking is the Kasuga Shrine and its 3,000 stone and metal lanterns of all sizes and shapes. There, also, is the giant Buddha in the Todaiji Temple, the largest wooden building in the world. And for the younger set, Nara Deer Park with 1,000 tame, friendly deer is always a favorite.

Westerners who visit — or even live — in Japan say that it takes years to see and understand the country. A short tour can merely give visitors a glimpse of the country. For those who find the opportunity to visit Japan, though, the glimpse makes memories to last throughout their lives. □

Special thanks to Jim McNabb, Incentive/-Convention Sales Manager, the Americas, for Japan Air Lines, for providing photos and much of the information upon which this article is based.

For more information on travel to Japan, circle reader service card no. 13.



Mt. Fuji rises above a modern Japanese golf course.

NIRA INFORMATION CENTER

Publications Available from National Industrial Recreation Association.

☐ $3.00

Industrial Recreation Bibliography
A new annotated bibliography of all materials related to industrial recreation just completed by Robert W. Schoott, and Douglas M. Crapo, PhD. The collection Consists of over 470 entries each accompanied by a short description. Information is categorized according to subject into 11 chapters. $2. plus $1. postage & handling.

☐ $4.00

Standard Sports Areas
Dimensions and specifications of more than 70 types of sports arenas, pools, courts, fields, etc., for industrial, school, private, military and public recreation leaders. $3. plus $1. postage & handling.

☐ $4.00

How to Organize and Manage Tournaments
Everything you need to know about tournaments from organization to publicity, with 4 to 36 team leagues, eliminations to finals, 36 pages. $3. plus $1. postage & handling.

☐ $3.00

The Untapped Potential: Industrial Recreation
Illustrated booklet based on a talk given by Frank Flick, president of Flick-Reedy Corp, the NIRA "Employer of the Year." Innovative recreation programs sponsored by such firms as Goodyear, Timken, Kodak, Xerox, and, of course, Flick-Reedy are illustrated. $2. plus $1. postage & handling.

☐ $5./1 yr.

☐ $8./2 yrs. Include $1.00 additional per year for Canadian & Foreign subscriptions. U.S. dollars please

☐ $10/3 yrs.

Recreation Management
Monthly professional journal, editorially directed to industrial recreation directors, leaders, program coordinators and company executives. Only publication of its kind in U.S. Features research, finance and program ideas, educational material and articles detailing social, physical, cultural and service programs and activities in business and industry. Published 10 times per year. Subscriptions: $5./year; $8./2 years, $10./3 years. Members receive subscription as well as CIRA Informer, THE KEYNOTER and THE PRESIDENTS QUARTERLY with membership dues.

---

llenge hange!

OFFICIAL NIRA CASSETTE PROGRAM ANNUAL CONVENTION, KINGSTON, JAMAICA

llowing are live recordings from nvention. Cassettes are availa- $5.95 each. With every order of settes, you will receive a FREE sette storage case, plus a 10% nt.

PPORTUNITIES FOR EXPANDED RELATIONSHIPS BETWEEN INDUSTRY & THE ACADEMIC COMMUNITY
PPORTUNITIES — PART TWO

- ☐ 4 A NEW LOOK AT OSHA AS THE STATES TAKE OVER ADMINISTRATION OF THE ACT
- ☐ 5 MEASURING RECREATION'S EFFECT ON PRODUCTIVITY
- ☐ 7 WORKSHOP ON PROGRAM IDEAS
- ☐ 8 DEVELOPMENT OF A COMPREHENSIVE EMPLOYEE-EMPLOYER COMMUNICATION PROGRAM
- ☐ 9 HOW TO START AN IN-HOUSE TRAVEL DESK/WHAT IS ITC,GIT,OTC,FIT, Etc. TRAVEL
- ☑ 10 DEVELOPMENT & INSTALLATION OF FITNESS TRAINING CENTERS
- ☐ 11 EMPLOYEE SERVICES ON THE MOVE — THERE ARE BROADER HORIZONS AHEAD
- ☐ 12 MANAGING YOUR BOARD OF DIRECTORS EFFECTIVELY
- ☐ 16 PROGRAM IDEA EXCHANGE SEMINAR
- ☐ 18 CHARLES J. PILLOID — "EMPLOYER OF THE YEAR" ACCEPTANCE SPEECH
- ☐ 19 COMMUNICATIONS CREATE MORE SALES (FOR SUPPLIERS TO NIRA MARKET)

NIRA Information Center
20 North Wacker Dr.
Chicago, Ill. 60606

ATTENTION INFORMATION CENTER
Please send me the publications I have checked.

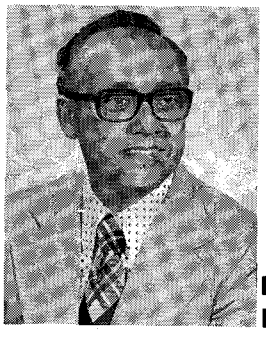
I have enclosed $ _____ (check or money order)

Name _____
Organization _____
Address _____
City, State, Zip _____

Sharing facilities

Local government and private industry cooperate for better recreation programs

by Robert E. Dispenza
Assistant to the Commissioner of Parks and Recreation
Rochester, N.Y.



Robert Dispenza

DO unto others as you would have them do unto you is a Golden Rule, but it also makes good "cents" when it comes to multiple use of recreation and park facilities. When municipal park districts and private industry share recreational facilities and programs, both groups benefit from an increase in the facilities available and in the greater over-all benefit to the community of their cooperative efforts.

Tradition of sharing

Rochester, New York has a long history of cooperation in joint ventures among social agencies in the public and private sectors. In the late 1940's, there was a need for adult and industrial softball. The local sporting goods stores took the lead by obtaining ball field permits from the city Parks Bureau and sponsoring an excellent adult softball league. Their teams used most of the available fields. In fact, the leagues were so popular that the adults were using the fields to the exclusion of youth and playground programs. In the '60's, a study pointed out the shortage of facilities, spurring a move to put youth and playground teams on neighborhood ball fields.

When well-lighted ball fields became possible in Rochester, the adult league began to use them. Rochester currently has four lighted softball fields, which are very much in demand by adult, industrial, and community groups. A nominal fee is charged for the use of lights.

Over the years, groups such as Eastman Kodak, Xerox, Rochester Gas and Electric, Rochester Telephone, as well as smaller businesses, have constructed lighted ball fields. More municipal authorities and industrial concerns have built lighted ball fields in neighboring towns. Without these public and private fields, area children would be without facilities for some of their favorite recreational pastimes.

Programs for youth

Little League is as important in Rochester as it is in many other American cities. Like others, our Little League arose because of a need for youth baseball. Many dedicated people have volunteered their time and money to support the activity. Rochester Little League groups have utilized a large number of public and industrial ball fields and, in some cases, have helped with their maintenance.

Other sports depend on the cooperative use of public and private facilities. Pop Warner football, youth and adult soccer, and adult football, for example, are sponsored by both community and industrial groups and utilize public recreational facilities extensively.

Day camps sponsored by the community are widespread in the Rochester area and use public park and recreation facilities on a scheduled basis. The YMCA, settlement houses, and anti-poverty agencies sponsor children's programs and often use the public parks and recreation facilities within and without the city.

Summer youth opportunity programs are coordinated on a city-wide basis, pooling dollars and talent to provide jobs and recreational opportunities for the people of Rochester. This coordination is assisted through federal, state, county, and city grants. Programs provide cultural events, job opportunities, sports clinics, beautification programs, and other activities too numerous to mention. Industry participates in the funding as well as the development of programs.

Another youth program, funded by Eastman Kodak, involves area youth in the supervision and maintenance of public recreational facilities. Called TOP (Teenagers on Patrol), the program is administered by Rochester Jobs, Inc. It employed 120 youngsters this year. In its eighth year of existence, the TOP program provides interested youth — especially those from the inner city — with summer employment. It is also designed to strengthen the police-youth relationship.

Initially, some 40 to 50 boys and girls were hired for the TOP program. Police Chief Thomas Hastings has noted that, even today, some of the former TOP's still visit his office. TOP's are employed five days a week, working at city pools, high school pools, playgrounds, and other youth recreation centers. In past years, TOP's came to be viewed as agents of the city, anxious to help keep their assigned areas free of vandalism and delinquency.

Also for the past eight years, the Fire Bureau has operated a similar program, called FIT (Fire-fighters Involving Teenagers). The nine-week program, funded by a grant from Xerox, places 40 teenagers in positions within the Fire Department. The teens do clerical work, equipment maintenance, communications, and fire inspections. Last summer, two Spanish-speaking youths assisted the Fire Department communications center staff in translating emergency calls and taught staff members key Spanish phrases. The summer program is designed to help maintain good communications between the fire fighters and the community at large, as well as to encourage an interest in fire fighting among Rochester's youngsters. FIT is also administered by Rochester Jobs, Inc.

Xerox previously has sponsored some summer recreation programs in conjunction with the Recreation and Parks Department and a local college. The program calls for young people — most of them from the inner city — to be bussed to a college or business site where a youth staff provides clinics and daytime activities, including swimming.

Rochester's industrial basketball league, dating back to the post World War II era, has used private facilities for many years. Due to inflation, the league was threatened with going out of business. League representatives approached the city for use of public facilities as a means of staying alive. The group won the use of a high school gymnasium, under the direction of the Rochester Parks and Recreation Department. The cooperative effort proved a worthwhile marriage. The industrial league provided good supervision of one gymnasium, while the remaining gym and facilities were supervised by the Rochester Recreation staff. The resulting program included swimming, slimnastics, and other varied activities open to entire families. This cooperation allowed for a reduction in recreation staff costs while the scope of services was widened. The league, too, grew into its new facilities from six teams to a total of eighteen teams.



Xerox employees jog through the dedication of another city park.

Benefits for all

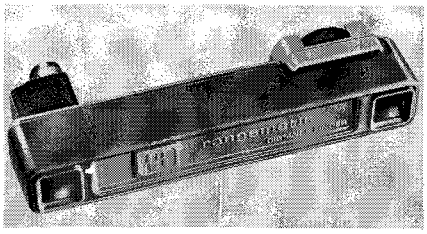
Facilities sharing fosters a cooperative tradition that eventually benefits everyone in the community. Xerox, for example, provides free use of its auditorium to city senior citizens' recreation programs and free tickets to its drama presentations. Xerox also opens its artificial skating rink for free use by playground youngsters on numerous occasions. Eastman Kodak, on the other hand, has regularly used the facilities of the city's Maplewood Park, near its office building.

Another public park, Manhattan Square Park, is popular with Xerox employees. At dedication ceremonies for the newly-completed facility, NIRA's President Bill DeCarlo was on hand to help celebrate the occasion. Bill joked that now, with construction materials removed, rugged joggers from Xerox have discovered that the park not a steeple chase after all. Several Xerox joggers even trotted through the Park during dedication ceremonies.

Close cooperation between private industry and local governments can enrich the recreational programs of both by increasing the number and variety of facilities each has available. There is no perfect formula for developing such sharing programs. A great deal depends, however, upon the initiative of leadership involved and upon the maintenance of a sound, friendly relationship between private and public recreation professionals. □

new products

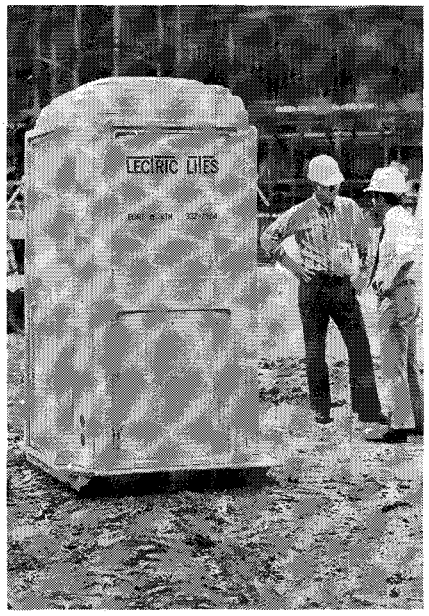
There's been a change in *New Products*. We've changed the format and type size to allow more new items in every issue. As always, *RM* is interested to learn which products most interest our readers. And, of course, if you should be especially pleased — or disappointed — with the representatives or products you meet through this section, we want to hear from you about it.
REMEMBER TO SEND IN YOUR READER SERVICE CARD



Viewfinder measurer

This sighting device measures objects between 100 and 400 feet away, indoors and outdoors. The user sights through the viewfinder, matches a double image, and reads the distance directly from a scale. Covered by a two-year warranty. About $50.

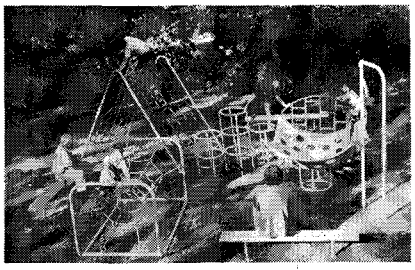
CIRCLE READER SERVICE CARD NO. 1



Portable privy

The manufacturer makes durability this unit's strongest selling point. It's molded of reinforced Plexiglas DR acrylic and weighs 300 lbs. Measures 52½ in. wide, 84 in. high inside, and 45 in. deep. Has a white translucent skylight.

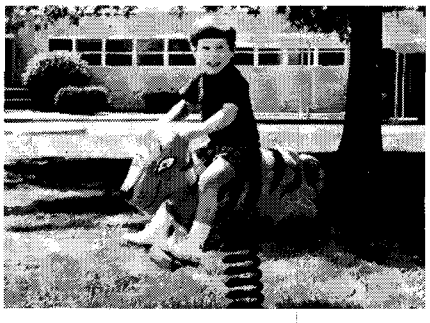
CIRCLE READER SERVICE CARD NO. 2



7-Unit playground

Called the "all-in-one" playground, this group of climbing and exercise areas is designed for children from three to seven years old. The equipment includes three benches, a tunnel, "giant tent", "ring ding", and a shell with a fire-fighter's slide. Occupies about 485 sq. ft. May be purchased as a complete unit or on an add-on basis.

CIRCLE READER SERVICE CARD NO. 3



Bouncing tiger

Add a jungle beast to the playground or family recreation area with this bouncing toy. The grinning tiger is made of cast aluminum and features a contoured saddle. The finish is baked-on, non-toxic enamel. The cat is mounted on a heavy-duty alloy steel spring. The manufacturer assures years of use.

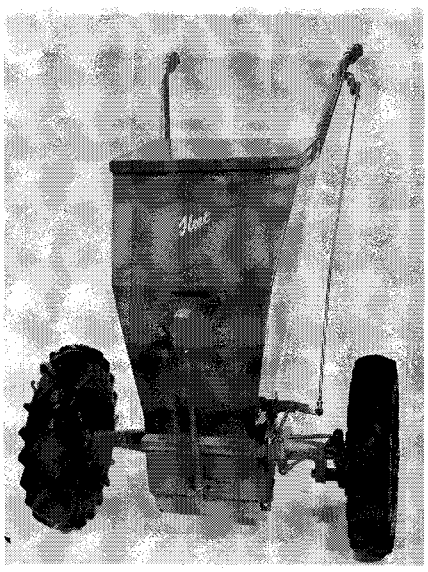
CIRCLE READER SERVICE CARD NO. 4



Play platform

This compact play center occupies just 150 sq. ft. of space. Called the Scouting Tower, the unit offers a variety of exercise and entertainment activities for young children. The 6x6-ft. platform is carpeted in grass-like Astro Turf and stands 5 ft. above the ground. A traditional and a "firefighter's slide included.

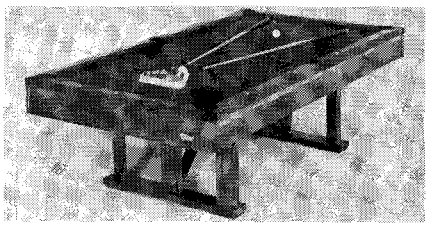
CIRCLE READER SERVICE CARD NO. 5



Marking machine

This field marking machine uses a dry dehydrated lime or whiting compound instead of a liquid. The manufacturer says it marks evenly, and can be used in all kinds of weather. The machine has no parts which will corrode.

CIRCLE READER SERVICE CARD NO. 6

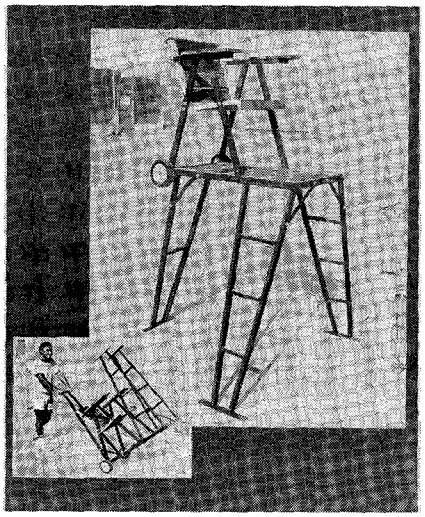




Indoor/outdoor tables

This new weatherproof billiard table and its companion piece, an indoor/outdoor shuffleboard, are offered by the same manufacturer. Both tables are constructed of solid redwood. The billiard table features a Steelite playfield sealed in fiberglass and covered with an acrylic cloth. The shuffleboard table has a formica playing surface mounted on indoor/outdoor carpeting, with a built-in drainage system.

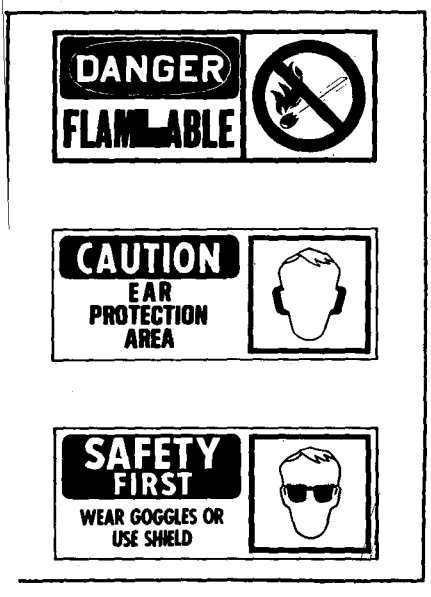
CIRCLE READER SERVICE CARD NO. 7



Umpire's chair

This portable elevated umpire's chair is designed especially for use at tennis courts. It will also work handily for a wide variety of indoor and outdoor athletic functions. The supporting frame is all tubular steel, prefinished in non-glare enamel. The chair seat, back support, and foot rest are built of redwood slats. Disassembles for flat storage.

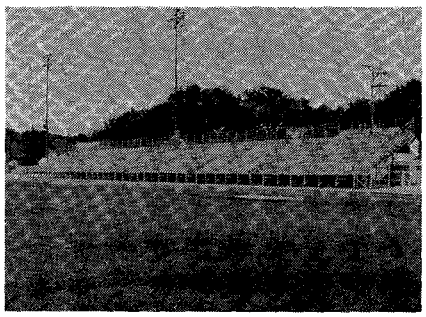
CIRCLE READER SERVICE CARD NO. 8



Safety/graphic signs

These signs are designed to overcome language barriers pictorially for instant recognition of the safety messages needed to meet OSHA requirements. The 7x17-in. cellulose acetate butyrate signs may be used indoors or outdoors. Nickel plated brass grommets are included for mounting. Twenty-one universal safety messages available.

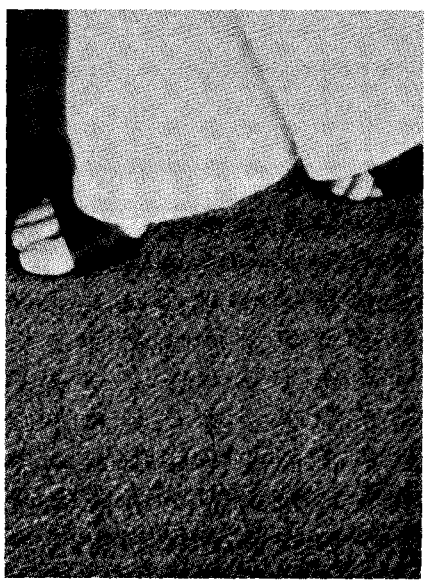
CIRCLE READER SERVICE CARD NO. 10



Permanent beam bleachers

The manufacturer assures that these bleachers will provide sturdy, comfortable, virtually maintenance-free seating. The bleachers can be furnished in virtually any length and for any number of seating rows. They can also be expanded later, should capacity needs increase. Options include stairs, ramps, cross aisles, and vomitoriums, plus a choice of seats in anodized aluminum, pressure treated lumber, or painted lumber. Undersides can be covered with corrugated metal to protect fans from wind and protect the area under the stands from litter.

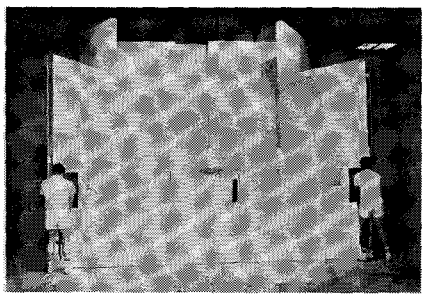
CIRCLE READER SERVICE CARD NO. 11



Sure-foot matting

This new floor covering works for safety, dirttrapping, and low maintenance. It can be cut in any configuration and used as a runner, entrance mat, or both. Water flows through the porous surface; dirt filters into it, preserving a neat appearance. In shower and locker rooms, the carpet retards fungus growth and provides a slip-free surface. Available with a built-in cushion backing and in a variety of colors. Comes in several sizes, from 18x24-in. mats to 3x20-ft. rolls.

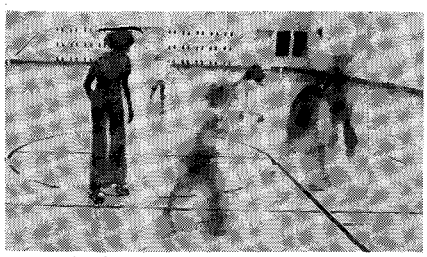
CIRCLE READER SERVICE CARD NO. 12



Folding squash court

Two players can make this fold-out court ready for play in as little as two minutes. Approved for sports and recreational use by the Squash Racquets Association, the court meets all requirements for dimension, ball reaction, and playing characteristics. It folds against any existing wall and occupies less than 3 ft. of storage depth.

CIRCLE READER SERVICE CARD NO. 9



Vinyl skating floor

One of many synthetic recreational floors available from this manufacturer, this sheet vinyl is in use as a roller skating surface in Evanston, Illinois. This same flooring may be installed in a multitude of high-traffic areas. Heat-sealing of its seams helps make it especially clean and easy to maintain in locker rooms and food preparation areas. Cushioning helps to reduce noise levels.

CIRCLE READER SERVICE CARD NO. 13

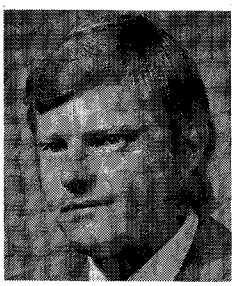


Fortrel field cover

This lightweight athletic field and floor cover lasts two to three times longer than conventional canvas. All its seams are electronically welded to keep moisture from seeping through to the field or floor. The cloth is specially treated to retard flame, staph, rot, and mildew. In tests, it has resisted cracking to −40° F.

CIRCLE READER SERVICE CARD NO. 14

Planning for the handicapped: Walkways



by Anthony W. Kotz
Kotz & Schneider
Land and Recreation
Planning & Design
Syracuse, N.Y.

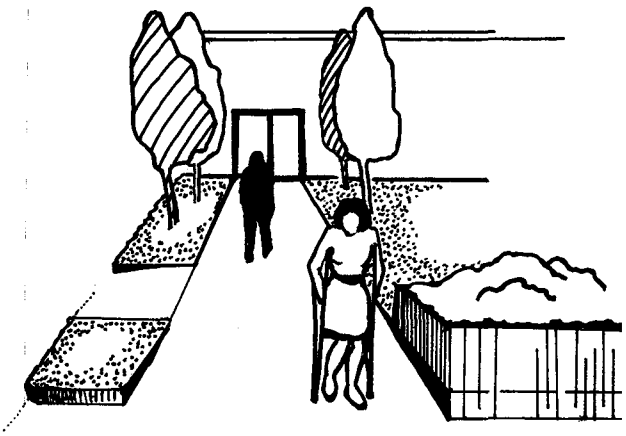
Last month, we discussed ways to adapt parking areas to accommodate the physically handicapped. It seems appropriate to carry this further and discuss how walkways may be adapted to the one person in seven who may become permanently or temporarily disabled.

All new walkways, as well as buildings and other facilities, should be designed without barriers to the handicapped. Existing walks and facilities can often be modified inexpensively. Walks should be at least four feet wide and should have a fixed, firm pavement such as concrete or asphalt. Steps and curbs should be avoided. Grade changes, where necessary, can often be accomodated with ramps. For wheelchairs, these should not be steeper than eight percent for short ramps or three to five percent for longer distances. On very long ramps, an occasional level rest area is desirable.

At least one convenient main entrance should be provided at walkway level for each building. For a multilevel building, this entrance ought to be on a floor served by an elevator.

Drop curbs at roadways act as signals for the blind and facilitate wheelchairs and crutches. A well-placed planter or two at walk intersections will also help the blind and can be a decorative protection for lawns or plantings.

Inexpensive adjustments to key pedestrian routes, such as these, allow handicapped persons to travel independently, safely, and unhindered without hazard or inconvenience to others.



the Challenge of Change!

OFFICIAL NIRA CASSETTE PROGRAM ANNUAL CONVENTION, KINGSTON, JAMAICA

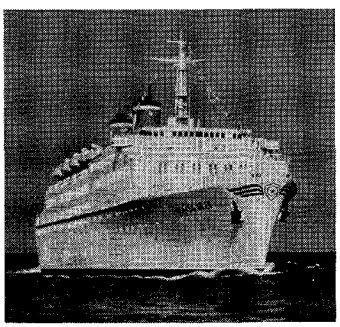
The following are live recordings from the convention. Cassettes are available at $5.95 each. With every order of 12 cassettes, you will receive a FREE 12 cassette storage case, plus a 10% discount.

- ☐ 1a OPPORTUNITIES FOR EXPANDED RELATIONSHIPS BETWEEN INDUSTRY & THE ACADEMIC COMMUNITY
- ☐ 1b OPPORTUNITIES — PART TWO
- ☐ 4 A NEW LOOK AT OSHA AS THE STATES TAKE OVER ADMINISTRATION OF THE ACT
- ☐ 5 MEASURING RECREATION'S EFFECT ON PRODUCTIVITY
- ☐ 7 WORKSHOP ON PROGRAM IDEAS
- ☐ 8 DEVELOPMENT OF A COMPREHENSIVE EMPLOYEE-EMPLOYER COMMUNICATION PROGRAM
- ☐ 9 HOW TO START AN IN-HOUSE TRAVEL DESK/WHAT IS ITC,GIT,OTC,FIT, Etc. TRAVEL
- ☑ 10 DEVELOPMENT & INSTALLATION OF FITNESS TRAINING CENTERS
- ☐ 11 EMPLOYEE SERVICES ON THE MOVE — THERE ARE BROADER HORIZONS AHEAD
- ☐ 12 MANAGING YOUR BOARD OF DIRECTORS EFFECTIVELY
- ☐ 16 PROGRAM IDEA EXCHANGE SEMINAR
- ☐ 18 CHARLES J. PILLOID — "EMPLOYER OF THE YEAR" ACCEPTANCE SPEECH
- ☐ 19 COMMUNICATIONS CREATE MORE SALES (FOR SUPPLIERS TO NIRA MARKET)

Direct all orders and payments to:

NIRA CASSETTES
c/o EASTERN AUDIO ASSOCIATES, INC.
150 WASHINGTON BOULEVARD,
LAUREL, MD. 20810

The Modern Magnificent Convention Cruise pleaser!



SS EMERALD SEAS
Registry Panama

Bahama/Caribbean Cruises from Florida with your choice of itineraries 3-4-7 nights or longer. Groups from 15 to 1,000. All at special rates.

EASTERN STEAMSHIP LINES INC. General Sales Agents and Operators
P.O. Box 010882 • Miami, Florida 33101
or call toll free Florida 800-432-9552 — Ala., Ga., La., Miss., N.C., S.C., Tenn., Ark., Del., D.C., Ind., Ky., Md., Ohio, Va., W.Va., Ill., Mo., N.J., Okla., Pa., Conn., Iowa, Mass., Mich., N.Y., R.I., Tex., 800-327-0271. All other states 800-327-0201

Please send, without obligation, your Meeting Planner's Kit.
Approx. Number of Persons in the Group.....
Approx. Date of Meeting.....
Name.....
Title.....
Organization.....
Address.....
City.....State.....Zip.....

CIRCLE READER SERVICE CARD NO. 36

good things to read

Pamphlets, booklets, brochures . . .

"Lighting and Thermal Operations — Energy Management Action Program for Commerical, Public, Industrial Buildings — Guidelines", published by the Federal Energy Administration, Office of Conservation and Environment, Washington, D.C. 20461. Price: $2.30. This booklet offers goals for reducing industrial energy consumption. It discusses desirable targets for illumination levels, lighting efficiency, and heating and cooling ranges. It contains a glossary of energy-related terms for non-technical readers.

• • •

'76 Directory of Fairs & Expositions, published by Amusement Business Book Shelf, 1717 West End Ave., Nashville, Tenn. 37203. Price: $25.00. Available by direct purchase only. Potentially valuable for exhibitors, performers, and marketing people, this directory lists over 2,800 fairs and exhibits in the U.S. and Canada. It notes the managers involved, budgets, facilities, exhibit space available, attendance figures, and the areas served by each event.

• • •

Electrical Current Abroad, available from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Price: $0.85. You or your group travelers may save an electrical appliance by following the guidelines in this comprehensive booklet. It lists the frequencies, voltages, and plug types commonly used in cities around the world, in both private homes and public accommodations.

• • •

Part of the Earth Catalog, available free from Paula McCorkle, Part of the Earth Catalog, c/o Western Airlines, 6060 Avion Dr., Los Angeles, Calif. 90009. This unconventional, low-key promotional piece from Western Airlines is aimed at the young, carefree traveler. With upbeat articles and photos contributed, in part, by young travelers, the booklet describes interesting, economical vacations to places both foreign and domestic. Also included are addresses to write for more information about specific destinations and activities. The third in a series, it is valid through June 1, 1976.

• • •

Handcrafters' News, published by The Raymond E. Griffith Company, 808 High Mountain Road, Franklin Lakes, NJ 07417. Subscription: $14.00/year — introductory offer: $4.00/3 months. This new monthly tabloid newsletter is intended for professional hobbycrafters and serious amateurs. The newsletter explores trends in hobbycrafts, tax breaks for crafts venders, and new ways and places to sell hand crafted items. Also included in the subscription price are quarterly supplements: *Marketplace,* which describes outlets for crafted items; and *Quarterly Review,* which lists upcoming fairs, exhibits, and art shows.

• • •

Making Products Safer — what consumers can do, by Irving R. Dickman, available from the Public Affairs Committee, Inc., 381 Park Ave. South, New York, NY 10016. Price: $0.35 — less in orders of 4 copies or more. Ask for Public Affairs Pamphlet No. 524. The author cites the causes of hazardous products and discusses the role of the consumer and of several federal agencies in assuring safety in the marketplace. He also gives advice on how to avoid being harmed by a product and, if hurt, what to do about it.

• • •

1776 Weekly Newspaper — *The Pennsylvania Gazette,* re-published by Jack and Linda Weller-Grenard, 18226 Mack Ave., Grosse Pointe, Mich. 48236. (313) 881-5095. Subscription: $12.00/49 weekly issues. Beginning this Christmas, the publishers will deliver the weekly four-page newspaper, on weeks corresponding to the original issues 200 years ago. Modern subscribers will receive their copies starting at Christmas, 1975 and running through November 27, 1976. (Two hundred years before, the British swept into Philadelphia and suppressed the *Gazette.* The paper didn't resume publication until February 5, 1777.)

• • •

For readers of more exotic fare, the publishers above also distribute the Worldwide Yacht Charter & Boat Rental Guide. For $1.50, the *Guide* sends charter yacht information for the specific area requested by the buyer (i.e., the Virgin Islands, the Mediterranean). Entries are added and deleted daily, to keep the directory current. Listings are mailed on the day requests are received.

• • •

Recreation Area Planners . . . Soil Surveys Can Help You, written by the Soil Conservation Service, available from the U.S. Department of Agriculture, Washington, D.C. 20250. Additional copies available from the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. Ask for publication PA 1053. Price: $0.25. The detailed maps and interpretive material in this national soil survey booklet can help recreation directors determine whether their areas are suitable for various kinds of recreational building and development.

names in the news

Ernesto Bustillo and **Marilyn Wagener** have joined **Holiday Inns, Inc.,** as sales managers for the Caribbean District. The announcement was made recently by **Michael Picot,** District Director of Marketing. Bustillo and Wagener will be responsible for direct sales efforts for Holiday Inn's resort properties located in Freeport and Paradise Island, Bahamas; Montego Bay, Jamaica; Aruba and Curacao, Netherlands Antilles; and Islamorada and Miami Beach Convention Center, Florida.

• • •

Alfred C. Todd has been appointed product manager for retail markets at Champion Products, Inc. His major responsibility will be to coordinate the design and manufacture of products for sale to college and high school bookstores. He has been with Champion since 1972.

• • •

Robert L. Barbour, member of the *Recreation Management* Publications Advisory Board, passed away in late September. Mr. Barbour was President of PR Publishing Company, Inc. of Meriden, New Hampshire.

CIRCLE READER SERVICE CARD NO. 37

Las Vegas

HACIENDA
HOTEL AND CASINO



ARRIVE ANY DAY OF THE WEEK

15 OUTSTANDING FEATURES

• Luxurious room for three days and two nights • Delightful Champagne Breakfast • Spectacular Buffet Brunch • Gourmet Buffet Dinner • Midnight show, including one cocktail • Twenty lucky nickels • Five free play casino chips • One—three spot Keno ticket • One cocktail in Keno lounge • Free Champagne Party daily • Free chaise lounges at swimming pool • Free tennis • Hacienda souvenir • Baggage handling • All applicable taxes and gratuities included.

EFFECTIVE OCTOBER 26, 1975 Thru JANUARY 31, 1976

CALL TOLL FREE
800-634-6611

HACIENDA
HOTEL AND CASINO

ad index

Beach Club Hotel 4
Brooks Rent-a-Car 8

Classified 9

Eastern Audio Assoc. 58
Eastern Steamship Lines 58

Forest Lakes ..... cover iv
Frontier Airlines 7

Hacienda Hotel and Casino 60
Hillerich & Bradsby 43
Hobby Industry of America 15
Holiday Inns of Orlando 5
Holiday Inn Resorts ..... cover III
Holiday Inns Caribbean District 19-42
Howard County, Md. 8

King Louie International 12

Loyal Travel 47

Marcy Gym Equipment Co. 3
Mark 10, Ltd. 6

National Car Rental 5
Nevo Scoreboard Co. 13

Professional Services Directory 2

Ramada Inns 48

Shanker Industries 4

Tampa Airport Resort 18

Universal Gym Equipment ..... cover II

Companies that work and play together stay together



at Holiday Inn Resorts

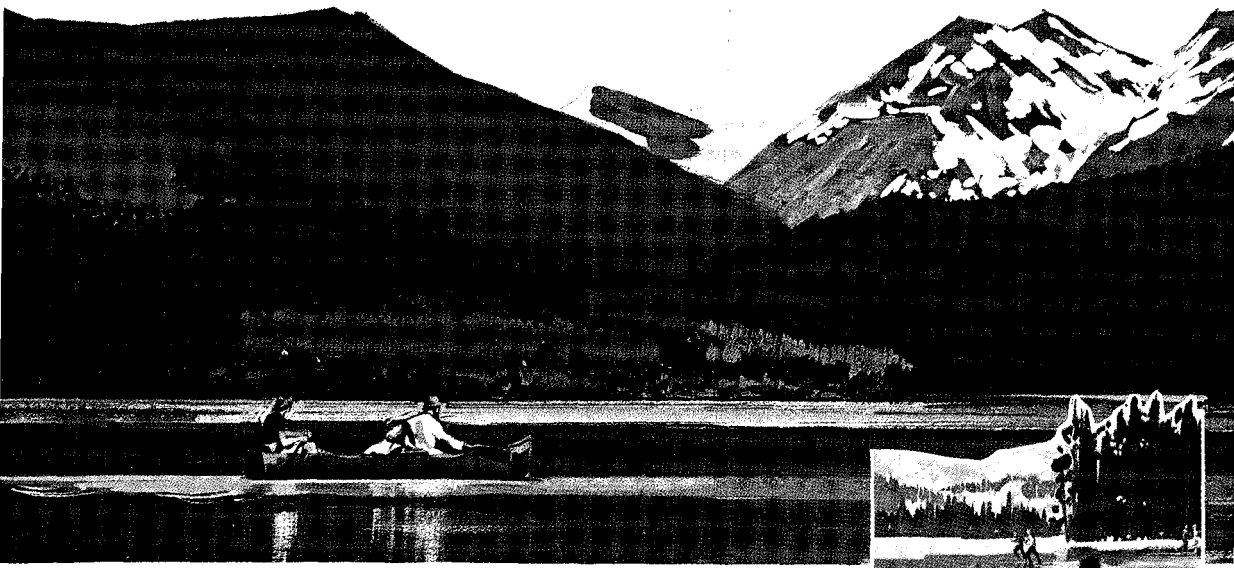
For detailed information on our Group Package programs, just call our Group Specialists: Atlanta (404) 451-7105, Boston (617) 742-7630, Oak Brook, Ill. (312) 325-1225, Dallas (214) 744-1578, Hollywood, Calif. (213) 469-2274, New York (212) 868-1080, Essington, Pa. (215) 521-1700, Southfield, Mich. (313) 355-1062, Toronto, Canada (416) 360-1980, Arlington, Va. (703) 527-3384, Memphis, Tenn. (901) 362-4921, Miami, Fla. (305) 531-3471.

Holiday Inn®

Bermuda Freeport Paradise Island Jamaica Aruba Curacao

CIRCLE READER SERVICE CARD NO. 38

pring, Summer, Fall or Winter
Forest Lakes
Durango, Colorado
s the everything place







You and the employees in your organization can own your own mountain vacation retreat, and enjoy it year 'round at Forest Lakes Durango. Forest Lakes, in the most spectacular scenic mountain, lake and stream area of Colorado, offers everything for family fun.

The mountain views are spectacular, the lots are covered with tall pines . . . some with Aspen and blue spruce. Roads are maintained year around and there's also year around security and fire protection.

Forest Lakes has it all right on the property: A 22 acre lake stocked with mountain trout. Canoeing and sailing. Largest lake in S.W. Colorado just 7 miles from property. Riding trails.



Tennis courts. Ski slopes with lift on property. Ice skating. Snowmobiling. lodge. Heated, enclosed swimming p Restaurant and lounge. Billiards. Su deer and elk hunting.

Forest Lakes, Durango offers the family unlimited recreation, fun and enjoyment. You can own a cabin site from just $3,995 with excellent terms available. Don't hesitate, this land represents a superb value.

For full details mail coupon today

All the above scenes are artists conception

OREST
AKES



Forest Lakes Durango
Route 1, Box 30, Bayfield, Colorado 81122

Gentlemen: Please send me more information on Forest Lakes an cial offers for our employees.

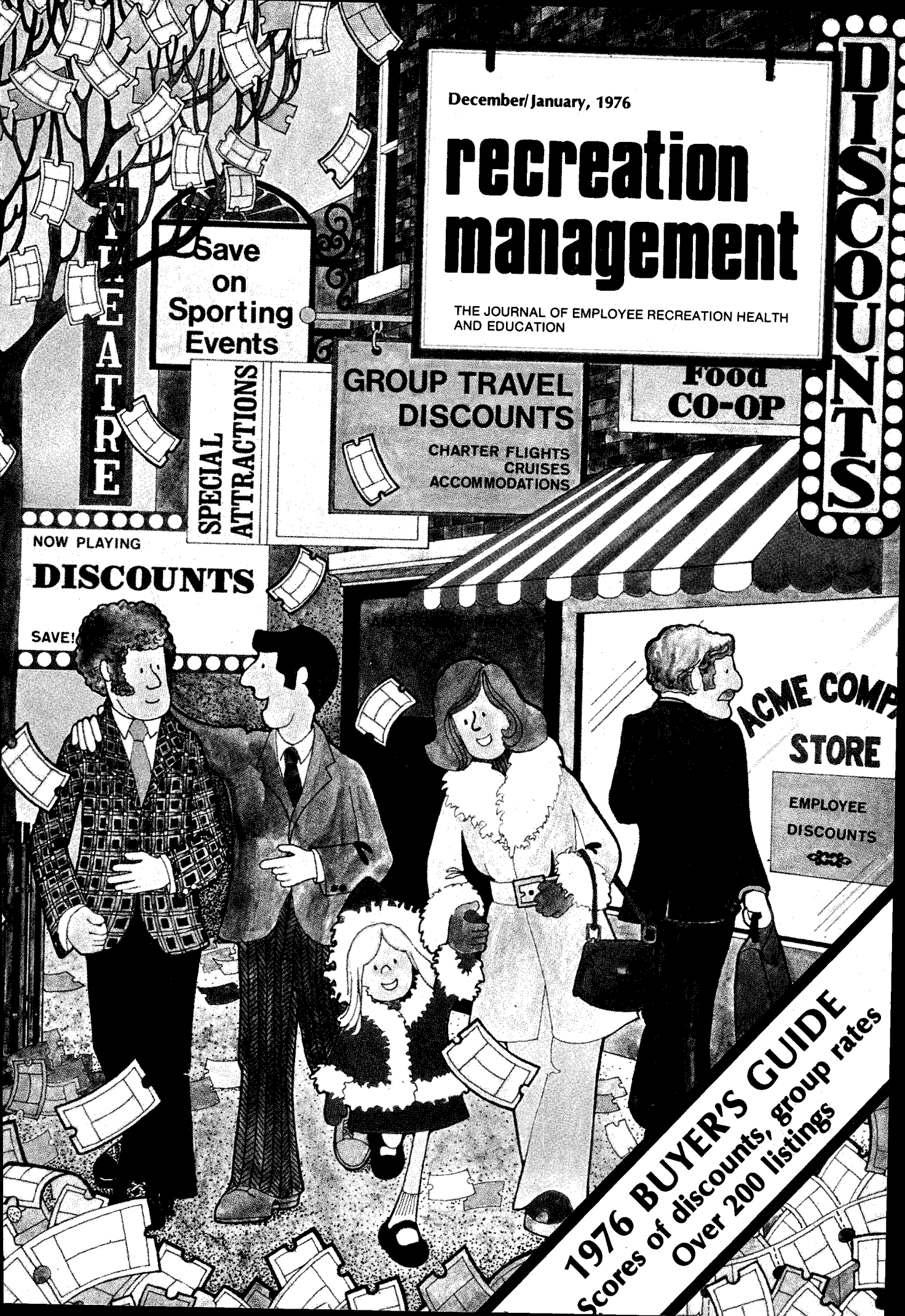
Name _____

Address _____ City _____

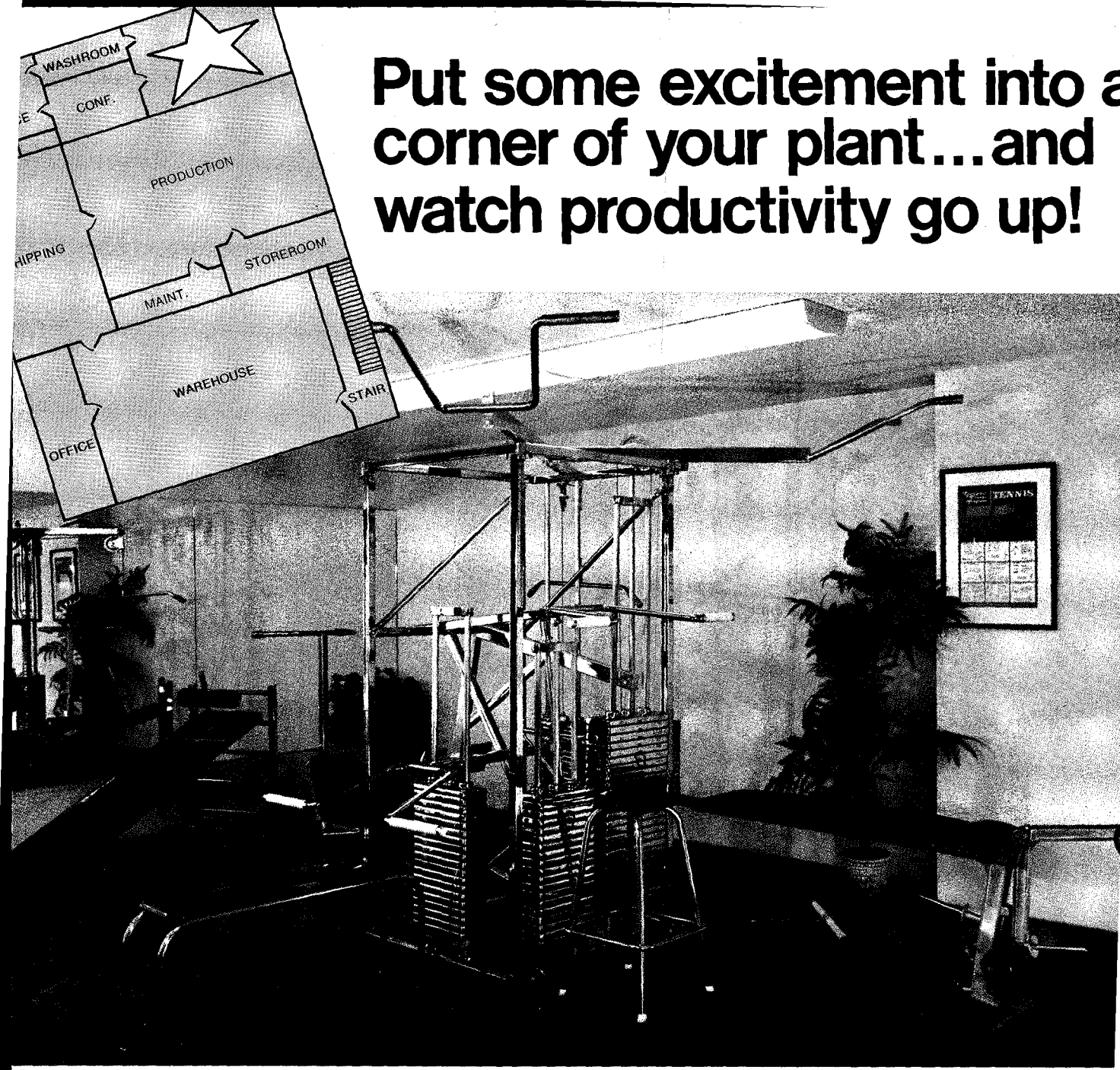
State _____ Zip _____ Phone _____

OBTAIN HUD PROPERTY REPORT FROM DEVELOPER AND BEFORE SIGNING ANYTHING. HUD NEITHER APPROVES THE OF THE OFFERING NOR THE VALUE, IF ANY, OF THE PROPER

This ad is to be considered invalid and void in those states where this subdivision has eit approved by the appropriate state agency or may not be sold without such approval havi obtained.


December/January, 1976
recreation management
THE JOURNAL OF EMPLOYEE RECREATION HEALTH AND EDUCATION
DISCOUNTS
THEATRE
Save on Sporting Events
SPECIAL ATTRACTIONS
GROUP TRAVEL DISCOUNTS
CHARTER FLIGHTS
CRUISES
ACCOMMODATIONS
Food CO-OP
NOW PLAYING
DISCOUNTS
SAVE!
ACME COMP
STORE
EMPLOYEE DISCOUNTS
1976 BUYER'S GUIDE
Scores of discounts, group rates
Over 200 listings

Put some excitement into a corner of your plant...and watch productivity go up!



There's no doubt that the foundation of efficiency and productivity in a human being is physical fitness.

Universal Gym Equipment, the world's largest manufacturer of physical conditioning systems, conditions college and professional athletes throughout the nation and is endorsed by such famous coaches and athletes as Bill Russell, John McKay, George Allen, Barry Switzer, Larry Csonka, Nolan Ryan and Jack Youngblood.

But, equipment designed for athletes is only a part of Universal's physical conditioning systems. Complete recreation/fitness rooms by Universal are benefiting hundreds of health clubs, tennis and racquet ball clubs, exclusiv clubs and companies in business and industry througho the nation.

An area as small as 500 square feet can provide recr ational exercise for as many as 16 people at the sam time! Universal Gym Equipment is self-contained, no wa or floor attachments are needed. It's safe, durable ar maintenance free. For better health, higher morale ar greater productivity — improve physical fitness the Un versal way.

Write today for complete details.

Universal
GYM EQUIPMENT
World's Largest Manufacturer of
Physical Conditioning Systems



1328 N. Sierra Vista, Fresno, Ca. 93703
A Subsidiary of First Northwest Industries

U.S. patents 2,932,509; 3,116,062;
3,653,659 and 3,649,008

Universal Gym Equipment Dept. RM 11/75
☐ Please send additional information.
☐ Please send (at no cost) a sample layout, for a room (size)_____
Approximate total number of people wh will be using the equipment _____

Name _____
Company _____
Street Address _____ Phone _____
City _____ State _____ Zip _____

Copyright © by Universal Gym Equipment, 1975.

CIRCLE READER SERVICE CARD NO. 232

EXECUTIVE DIRECTOR
MICHAEL A. FRYER

PRESIDENT
WILLIAM B. DeCARLO, CIRA
Xerox Corporation
Rochester, New York

PRESIDENT-ELECT
ROY L. McCLURE, CIRA
Lockheed-Georgia Co.
Marietta, Georgia

VICE-PRESIDENTS
MARK ARMSTRONG, CIRA
Xerox Corporation
Dallas, Texas

HOWARD BUNCH, CIRL
First National Bank of Denver
Denver, Colorado

KIRK T. COMPTON, CIRA
Eastman Kodak Company
Rochester, New York

ARTHUR L. CONRAD, CIRA
Flick-Reedy Corp.
Bensenville, Illinois

STEVE WALTZ, CIRA
Cummins Engine Company
Columbus, Indiana

RICHARD H. WILSMAN, CIRA
Johnson Wax
Racine, Wisconsin

IMMEDIATE PAST PRESIDENT
MILES M. CARTER, CIRA
McLean Trucking Co.
Winston-Salem, North Carolina

SECRETARY
FRITZ MERRELL, CIRA
Olin Corporation
Pisgah Forest, North Carolina

TREASURER
RICHARD BROWN
Texas Instruments, Inc.
Dallas, Texas

DIRECTORS
SR. JOSE EMILIO AMORES
Dinamica Industrial Monterrey
Monterrey, N.L., Mexico

MICHAEL T. BROWN, CIRA
R. R. Donnelley & Sons
Chicago, Illinois

ELIZABETH F. BURCHARD, CIRL
Northwestern Bell Telephone Co.
Omaha, Nebraska

SERVANDO BUSTOS
Ladrillera Monterrey, S.A.
Monterrey, N.L., Mexico

VON E. CONTERNO
Pratt % Whitney Aircraft Club, Inc.
East Hartford, Connecticut

JOE CORRIGAN
Danly Machine Corp.
Chicago, Illinois

A. B. CUNNINGHAM
Groves Thread Co.
Gastonia, North Carolina

NELSON ELLSWORTH
Province of Nova Scotia
Halifax, Nova Scotia, Canada

JACK FRAIN
McDonnel-Douglas Corporation
St. Louis, Missouri

GEORGE GRIGOR, CIRA
Kodak Canada, Ltd.
Toronto, Ontario, Canada

EDWARD C. HILBERT, CIRA
Battelle Memorial Institute
Columbus, Ohio

L. E. LUEDKE, CIRA
Wisconsin Gas Company
Milwaukee, Wisconsin

N. L. MEDLEY
Naval Air Station
Orlando, Florida

RAY MENDOZA, CIRA
Convair Recreation Assn.
San Diego, California

EUGENE MILLER, CIRA
Michigan Bell Telephone Company
Detroit, Michigan

GEORGE MULLEN
Frigidaire Employee Recreation Association
Dayton, Ohio

BRENDA PAYTON
New York Stock Exchange
New York, New York

ELLIS RHODES, CIRL
Solar Employee Recreation Assn.
San Diego, California

DAVE SHANKER
Shanker Industries, Inc.
Cleveland, Ohio

J. C. WARD
Owens-Corning Fiberglas Corp.
Toledo, Ohio

TERRE YODER
General Dynamics Recreation Association
Fort Worth, Texas

ANDREW ZADANY, CIRA
Corning Glass Works
Corning, New York

recreation management

Volume 18, Number 10

contents

12 **Milwaukee's Red Carpet set for 1976 Conference and Exhibit**
14 **Bulletin boards—Neglected medium of communication**
by Mel Byers, CIRA
15 **DeCarlo Announces exclusive NIRA/Warner Brothers film program**
18 **NIRA Mail-O-Graphic Bowling Tournament**
by Stephen D. Waltz, CIRA
19 **Mail-O-Graphic bowling tournament entry blank**
26 **Popular feature film programming**
by Scott Lane
29 **A new look at OSHA**
from Walter Krawiec
39 **1976 Buyer's Guide and Services Directory**

departments

2 **NIRA News**
8 **News in Brief**
10 **Associate Profiles**
17 **Tournament News (a new column)**
by Stephen D. Waltz, CIRA
22 **Company Profile of JPL**
from Stan Locke
28 **Good Things to Read**
32 **Travel Spotlight on Great Britain**
36 **New Products**
38 **Constructive Comments**
by Anthony W. Kotz
64 **Names in the News**
64 **Ad Index**

PUBLISHER
Michael A. Fryer
EDITOR
Mary P. Morris
PUBLICATIONS ADVISORY BOARD

ARTHUR L. CONRAD
(CHAIRMAN)
VICE PRESIDENT,
Public Relations
Flick-Reedy Corp.
Bensenville, Ill.

JOHN McGEHEE
DIRECTOR OF PUBLIC RELATIONS
Kiwanis International
Chicago, Ill.

TOM REID
DIRECTOR OF PUBLIC AFFAIRS
Illinois Manufacturers Association
Chicago, Ill.

MELVIN C. BYERS
CORPORATE COORDINATOR OF
PERSONNEL ACTIVITIES (RET.)
Owens-Illinois, Inc.
Toledo, Ohio

MICHAEL P. DINEEN
PUBLISHER
Country Beautiful Corp.
Waukesha, Wisc.

JAMES D. HESSMAN
NEWS EDITOR
Seapower Magazine
Washington, D.C.

Published monthly, except combined issues in December-January and May-June, by the National Industrial Recreation Association, 20 N. Wacker Drive, Chicago 60606. (312) 346-7575. Sixty days notice in writing with old and new zip codes is required for uninterrupted service in the case of address changes. Subscription rates are $5 annually or 50¢ per issue. Views expressed by contributors do not necessarily reflect the opinion of the association.
Controlled circulation postage paid at New Richmond, Wisconsin 54017. POSTMASTER: send form 3579 to 20 N. Wacker Drive, Chicago 60606.

Employee Activities Director:

HOWARD COUNTY MARYLAND

presents
Diversified Programs of Activity
and
Wide Choice of Accomodations

for

Week-end GROUP VACATIONS

via

AIR · AMTRAK · BUS

Write for Packet of

INFORMATION

Walter A. Henley

County Office Building
Ellicott City, Maryland 21043

CIRCLE READER SERVICE CARD NO. 233

For Sale

Let 'em play on it
Sell 'em a piece of it

On an expanse of over 400 acres, this property includes an 18-hole golf course (automatic sprinkler), 7 lakes for fishing and boating, and over 300 lakeside and golf course homesites with mountain views. It offers a mile frontage on a trout creek, swimming pools and tennis courts, plus a clubhouse with a dining room, bar, snack room, pro shop, and lockers. Also on the property are city water mains and a building with six furnished apartments (stone/brick/frame model Rambler). Ninety minutes from Baltimore and Washington, the area is served by four interstate highways. Amtrak and large airport service are also nearby.

Special Terms to Companies and employee groups

Johnston Land Company
Box 17193
Washington, D.C. 20041

CIRCLE READER SERVICE CARD NO. 234

nira news

Association textbook available to NIRA

A new how-to book for association executives has been published by the American Society of Association Executives ASAE. Called simply, *Principles of Association Management*, the book offers a direct, easy-to-follow outline of effective association management techniques: building membership, motivating people to work together, communicating, conducting meetings, budgeting and finance, handling public relations, understanding government regulations, servicing members, and more.

The text can be valuable for any employee association executive. Those who must work with a minumum of staff help and a lack of formal training may find it especially useful.

Material for the 437-page volume was written initially by Dr. Robert M. Fulmer and George R. Brown, Professor of Business at Trinity University in San Antonio, Texas. Copy for each chapter was then reviewed by experts in the various areas covered.

The new text of association management retails for $20, but is available to NIRA members for only $15. To obtain further information or to place an order for *Principles of Association Management*, contact NIRA headquarters.

Jamaica Tourist Board starts NIRA newsletter

The Jamaica Tourist Board, an important exhibitor at NIRA's 1975 Conference and Exhibit in Kingston, Jamaica, has initiated a newsletter especially for NIRA members. The first edition of the letter was sent in October to the NIRA delegates who visited the Jamaica Tourist booth at the Conference.

The first letter listed news about a free group travel guide, a new Jamaican hotel which offers special group rates, and a recently approved low-cost charter to the Island.

Members who would like to know more about the newsletter for NIRA members should contact **Mr. Hopeton Fearon,** Group Sales Manager, Jamaica Tourist Board, Suite 1210, 36 S. Wabash Ave., Chicago, Ill. 60603 (312) 782-0264.

1975 NIRA Conference subject of national story

Successful Meetings magazine devoted several pages of its November, 1975 issue to a discussion of NIRA's 1975 Conference and Exhibit in Kingston, Jamaica. The 260-page national circulation magazine ran the story as part of its cover-series of articles on meetings outside the United States.

In his story, called "First Offshore Convention Forces Members to Get Involved," *SM* Associate Editor Joe Tenerelli explained that the location of NIRA's Conference outside the U.S. provided a new opportunity for Board members, company members, and suppliers to work closely together for a successful meeting. The article, accompanied by photos from the Conference, was published as a guideline for other associations and groups which may be considering a similar conference.

Inquiries about the article should be directed to *Successful Meetings* Executive and Editorial Offices at 1422 Chestnut St., Philadelphia, PA 19102.

Astroworld announces Coney Island section

Astroworld in Houston will construct a multi-million dollar replica of the famed Coney Island Cyclone

roller coaster, according to the park's Vice President, Bill Crandall. The coaster will be the featured attraction in a new Coney Island section to be located in the northwest corner of the 65-acre theme park.

Researchers for Six Flags, Inc., owner of Astroworld, rode all the great roller coasters in the U.S. before choosing the Cyclone as their model. The New York twister, built in 1927, was chosen because its compact structure made it the fastest coaster in the world. In true Texas style, of course, Astroworld's "son of Cyclone" will be even taller and faster than the original.

A coaster installed at the Six Flags park in Atlanta in 1972 increased attendance by 400,000 in one year, according to Cradall. After a record-breaking attendance in Houston this year, Astroworld promotors hope that the Cyclone will go the Atlanta ride one better.

Greyhound's "helping hand" for the handicapped

A sample of Certificate to be written by your doctor, on his letterhead.

CERTIFICATE OF ELIGIBILITY

Greyhound Lines, Inc., allows an attendant to travel with a disabled person when the person is disabled to the extent of requiring the assistance of an attendant to board, alight, and travel on a bus.

_____

is disabled and in my judgment can travel by bus if accompanied by an attendant to assist him or her in boarding, alighting, and traveling on a bus.

The disability is ☐ permanent ☐ temporary.

Date _____

Doctor's name _____

Address _____

_____

_____

(Signature of Doctor)

A certificate like this enables handicapped people to bring campanions with them at no extra cost on Greyhound bus trips. The "Helping Hand" service, initiated by Greyhound this fall, is a special fare which allows a companion to travel, free, to assist a handicapped passenger who needs help in boarding, exiting, and traveling on a bus. The pair must travel together for the complete trip and the companion must be capable of assisting the disabled person in boarding and alighting during the trip. Nonmotorized wheelchairs and other aids will be carried as baggage without additional charge.

According to James L. Kerrigan, President of Greyhoud Lines, "We believe this service is so important that we are asking all other bus companies to join us . . . We are also contacting organizations representing the interests of handicapped persons to obtain their support and guidance."

The company is distributing copies of a brochure entitled "Greyhound's Helping Hand Service for the Handicapped," to interested patrons.

Those who wish to register their comments about the program or who need further information should write: Greyhound Lines, Inc., Section S, Greyhound Tower, Phoenix Arizona 85077.

continued on following page

LIFT OFF WITH FLEXI-POLE

A new concept in recreation!



Flexi-Pole™ will send you into orbit with endless hours of entertainment and healthy exercise.



It's Flexi-Pole™ - a strong, tubular, fiberglass pole with two movable steps that quickly adjusts to accommodate any user within a 50-200 lbs. weight range. Flexi-Pole™ is easily installed indoors or outdoors and either pole or mount can be readily removed for storage.





There is nothing like Flexi-Pole™ for fun and excitement while developing motor control, rhythm and coordination.

Available with a 26-page instruction booklet full of challenging routines.

Flexi-pole Flexi-pyne incorporated

Graham Home Place Road, 1-615-837-8537
Rt.1 Box 361 South Pittsburg, Tn. 37380

CIRCLE READER SERVICE CARD NO. 235

Rent A Car in Vegas! FOR VOLKSWAGENS $1

FORD PINTOS $3.50 COMPACTS (Auto. Shift) $6

IMPALAS MUSTANGS $13 CADILLACS WAGONS $19

PER 24 HOURS PLUS MINIMUM MILES

BROOKS

735·3344

For Reservations Call Toll Free

(800) 634-6721

FREE AIRPORT & HOTEL PICKUP
OPEN 24 HOURS
FOUR LOCATIONS

NEVADA'S LARGEST SINCE 1958

CIRCLE READER SERVICE CARD NO. 236

Sea World, California dreams up white Christmas

Residents of Buffalo or Minneapolis may not see romance in snow and ice, but Sea World in Mission Bay is betting that residents of Southern California will flock to their 80-acre park to see a snow wonderland during the winter holidays. The park is located just north of downtown San Diego.

The Sea World weatherman predicted the first snowfall for December 20. With the help of the Union Ice Company, his forecast was accurate enough to bank on. The park maintained its 700-ton snowscape through January 4.

Sea World accented its Snow World effect with rows of bright poinsettias, the scent of pine trees, a miniature Alpine village, and a 320-foot Christmas tree illuminated by 2,000 golden bulbs. Young visitors to the Snow World enjoyed all the fun of a snowy holiday, on a specially-constructed 20-foot sliding slope. The park provided snow mats and saucers. Despite the unseasonable weather conditions in this one area of the park, however, Sea World continued its usual variety of sea life shows and exhibits. One admission price admits visitors to the entire park.



California Christmas — at Sea World in Mission Bay. These children whoosh down the park's human-made snowscape.

NIRA Newsnotes ... Frontier Airlines reported its fourth consecutive month of record passenger traffic in November. Headquartered in Denver, Frontier has announced 53 ski tours for destinations throughout the Rocky Mountain states of Colorado, Idaho, Utah, Montana, New Mexico, and Wyoming. The tours most commonly feature lodging for two over two to seven nights plus lift tickets. Discounts on air fares are available for a number of prime ski flights, if purchased in conjunction with ground packages. Passengers are urged to contact professional travel agents for further details ... According to an announcement by J.B. Smith, **Holiday Inns'** Division Vice President for the Caribbean District, over $2 million have been spent this year in upgrading facilities in the Caribbean. Hotels included in the improvements were those in Aruba, Freeport, Paradise Island, Jamaica, Miami Beach, and Islamarada. For stateside vacationers with smaller budgets, Holiday Inns has published the fall/winter edition of its *Holiday Inn Trav-L-Park Directory*. The listings note the campground chain's 49 RV parks in 19 states. It also contains locator maps and information about rates, facilities, and nearby attractions. For a free copy, visit a Holiday Inn Trav-L-Park or write Holiday Inn Trav-L-Parks, 3796 Lamar Ave., Memphis, Tenn. 38188

Rent a new Chevette
No Mileage Charge
(just pay for the gas you use)



$13.95 a day

Now you can rent a car like GM's new Chevette (or a Vega or similar size car) at National's new "deflated" rates. $13.95 rate is non-discountable, available at most locations and subject to change without notice. Car is subject to availability and must be returned to renting city. (P.S. Don't forget, National features GM cars and offers S&H Green Stamps on U.S. rentals.)

NATIONAL CAR RENTAL **National Car Rental**

CIRCLE READER SERVICE CARD NO. 237

1,800 dolls for Christmas



These are just a few of the hundreds of dolls donated to underprivileged children by Continental Illinois National Bank and Trust Co., Chicago. As in past years, the Bank bought the dolls and its employees hand-made every costume. For information about the program, contact Recreation Director Marge Keane, 231 S. LaSalle St., Chicago, Ill. 60693 (312) 828-6804.



MAIL COUPON FOR FREE CATALOG
ROA: Please send me the Free Catalogs I have checked.
☐ Award-Winning 16mm Films for Business and Industry
☐ 1976 Entertainment Catalog...16mm Films for Employee Recreation
Name _____ Phone _____
School/Organization _____
Street _____
City _____ State _____ Zip _____
ROA FILMS • 1696 N. ASTOR ST. MILWAUKEE, WI 53202 • (414) 271-0861

CIRCLE READER SERVICE CARD NO. 240

The French Way in Paris

Group Land Programs as low as $125*

Program includes:

- 6 nights in a First Class hotel
- Continental breakfast
- Sightseeing
- All taxes & service.

For more information, circle Reader Service card or contact: Mr. Ivan Damyanoff Air France (212) 758-6300

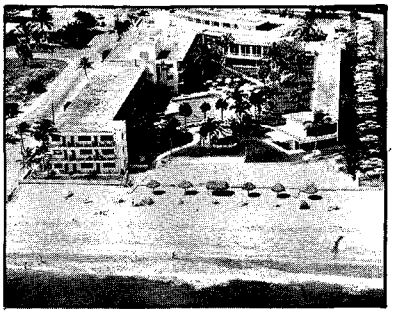
AIR FRANC

*From Nov. 21, 1975 to Mar. 31, 1976.

CIRCLE READER SERVICE CARD NO. 238

FORT LAUDERDALE, FLORIDA

THE beach club HOTEL



Special Industrial Rates

Catering to individual, couple and family vacationers.

Please write for information.

Jack Lindeman
3100 North Ocean Boulevard
Ft. Lauderdale, Florida 33308
Area Code 305 - 564-8502

Our Own Private Beach

CIRCLE READER SERVICE CARD NO. 239

AT LAST! A SOFT BALL DESIGNED TO GIVE YOU MORE TRACTION IN THE POWER ZONE FOR MORE DRIVE IN THE ACTION ZONE.



It's this simple: AMF's new softer, polyester Pro Classic ball was designed to score higher on today's new lane surfaces.

AMF and its staff of pros created the Pro Classic to bring the ball out of its slide earlier, to hold it in its roll longer. It's built to drive harder and hook into the pocket with more impact and the right deflection for more pin action.

Will the Pro Classic do all of this for you? Our top pros helped AMF design it. If you deliver it properly, you can be sure it will. Get your hands on the Pro Classic at your bowling center or pro shop.

AMF

AMF brings out the best in you.

CIRCLE READER SERVICE CARD NO. 241

What has Sheraton done for you lately?

800-325-3535
Sheraton has the one number to call for reservations at any Sheraton worldwide.

800-325-3535
Call it anytime, from anywhere in the Continental United States.

800-325-3535
Call it anytime and you'll get an immediate confirmation.

800-325-3535
Call it...or have your travel agent call.

Sheraton Hotels & Motor Inns

CIRCLE READER SERVICE CARD NO. 242

Charge · A · Meal
Charge · A · Drink
Charge · A · Swim
Charge · A · Room
Charge · A · Party
Charge · A · Car
Charge · A · Wedding

Specially priced packages for employee groups or individual family travelers. Contact Harriet Kocher at:

QUALITY INN
A lively change of place.

Quality Inns Int'l
10750 Columbia Pike
Silver Spring, Md.
20901
(301) 593-5600

CIRCLE READER SERVICE CARD NO. 243

CLASSIFIED

RATES: regular type — 20 cents per word; bold face type — 30 cents per word. Copy must be received by the 5th of month preceding issue in which ad is desired.

REPRESENTATIVES WANTED, Nationally, to sell Saunas, Gym & Recreational Equipment, to New Construction and Clubs, sales range from $4,000 to $40,000. MacLevy is largest manufacturer: provides inquiries, leads and Sales Kit. Write MacLevy. President, Lake Iosco, Haskell, N.J. 07420, Tel. (201) 835-5388.

1975 graduate (B.S. in Recreation) with recreation experience, seeks immediate employment. Will relocate; resume upon request. Box B, RECREATION MANAGEMENT.

1976 NIRA Conference & Exhibit
Red Carpet Inn
Milwaukee, Wisconsin
May 21-26

Watch for registration materials

THE PLAYABLE JACKET



Pros of all ages in all walks of life realize the importance of quality, great looking styles and wearing comfort...and you can give it to them with Pro Fit Jackets.

Pro Fit offers a wide range of jackets. Select from the Pile-Lined Nylons, Ciré Nylon Jackets with a flannel lining, the popular 2 Ply Nylons (both lined and unlined), and America's newest favorite, the Demin Look Nylon Jacket.

Make the first team this year with Pro Fit.

We also have an excellent line of King Louie Bowling Apparel. Write today for your free four-color copies of the Pro Fit and King Louie Catalogs.

King Louie PRO FIT JACKETS

King Louie International, Inc.
Department RM-75
311 West 72nd Street
Kansas City, Mo. 64114
(816) 363-5212

CIRCLE READER SERVICE CARD NO. 244

news in brief

Aquatic Council plans long-range programs

W. Brent Arnold of Xerox Corporation reports that the Council for National Cooperation in Aquatic, Inc. (CNCA) held a successful national meeting, November 13-16 in Ft. Lauderdale. Arnold is the Communications Chairman for the Council as well as NIRA's representative.

The CNCA is composed of national organizations which are concerned with promoting high-quality aquatic programs. They work together to develop and upgrade aquatic programs, equipment, and staff people. They also strive to extend the benefits of aquatic participation for both health and recreation to more Americans.

Included in the CNCA rolls are such national organizations as Amateur Athletic Union of the United States (AAU), the American National Red Cross, the Boy Scouts and Boys' Clubs of America, the Joseph P. Kennedy Foundation, the YMCA and YWCA, the National Recreation & Parks Association (NRPA), the President's Council on Physical Fitness & Sports, the National Safety Council, and many more.

This year's workshop agenda emphasized long-range planning. Subjects discussed included the development of aquatic training certification, the development of specialized programs for pre-schoolers and the handicapped, and the updating of water safety standards. For more information on the CNCA and its work, contact Brent Arnold: Xerox Corporation, P.O. Box 2000, Leesburg, Virginia 22075 (703) 777-8000.

ABC bowlers' ranks continue to swell

Membership in the American Bowling Council (ABC) grew another 2.5% in the last fiscal year, according to the bowlers' association's annual report. The phenominal popularity of the sport drew an additional 80,596 members into sanctioned league competition in the 1974-75 season, bringing the national total to 4.3 million.

New York state led the country in total membership, with 424,608 people playing in 128,262 teams, statewide. California and Ohio placed second and third, respectively. The Detroit metropolitan area boasted the greatest urban playing strength in the nation, with over 138,000 bowlers. The Chicago area's 111,000 bowlers placed second, with Eastern Long Island and New York City taking close third and fourth places.

NBC and NIRA prepare new bowling promotion

The National Bowling Council (NBC), an organization of bowling suppliers, has prepared a package of new materials for use in organizing and promoting league bowling. NBC consulted with NIRA extensively in its preparation.

The kit is designed to help recreation directors and bowling proprietors put together and promote effective bowling leagues. It contains both "How-to" materials and colorful promotional pieces to generate interest among potential league members.

The manual, entitled, "How to Organize and Promote Bowling Leagues," provides step-by-step suggestions on how to organize a new league:

- Tips on where to look for outside expert assistance
- Basic information about league administration and sanctioning
- A description of how league play brings an added dimension to the game of bowling
- A rundown of convincing reasons why league bowling deserves a place in every industrial recreation program

- Reproductions of posters, folders, and payroll inserts, plus camera-ready "ads" which may be ordered from the Council.

The league organizing kit includes 25 posters, 500 folders, 500 payroll inserts, one manual, 25 league bowling manuals, and camera-ready "ads." Kits may be purchased for $49 complete, postpaid, from the National Bowling Council, 1666 K St., N.W., Washington, D.C. 20006.

Queen Elizabeth 2 opens helath spa

The world's largest passenger ship, *Queen Elizabeth 2*, became the world's largest floating health spa December 13, when the ship sailed on a "Shape Up" cruise. Contrary to the usual cruise routine, this one will include an extensive seagoing fitness program. Sponsored by European Health Spas, the trip includes a free one-person membership for each couple or single person booking a cabin on the cruise.

Rates for the cruise begin at $430 per person, double occupancy, and range up to $1,095. The shipboard program, which takes place during the days the *Queen* is at sea, includes a fitness evaluation for each interested passenger. Exercise sessions, suitable for people of all ages, are offered both with and without special equipment and in the ship's pools. Lectures, workshops, questions and answer sessions, and individual consultations are conducted by various staff members.

In addition to the ship's regular cuisine, special health and low-calorie meals are available. All the fitness activities are optional and conducted at no extra cost. A full range of conventional cruise activities is also provided.

Further information is available from travel agents or from Cunard Line, 555 Fifth Avenue, New York, NY 10017 (212) 983-2510.

US has first urban national park

The National Park Service (NPS) has initiated a program which will create the first national park to be located completely within an urban area. The proposed park, the Gateway National Recreation Area, will be located in the New York City metropolitan region. It is part of a long-range NPS program to create 10 to 12 such national recreation areas in major cities throughout the United States.

NPS has retained Dames & Moore, a worldwide environmental and earth science consulting firm, to prepare a comprehensive baseline environmental inventory, which will be used in designing the proposed recreational area.

The Gateway National Recreation Area is to consist of four separate parks encircling New York Harbor, three in New York state and one in New Jersey. They will have facilities for swimming, fishing, hiking, and field sports. The environmental inventory began in late August and was scheduled to be completed by the end of the year. ☐

the Challenge of Change!

OFFICIAL NIRA CASSETTE PROGRAM ANNUAL CONVENTION, KINGSTON, JAMAICA

The following are live recordings from the convention. Cassettes are available at $5.95 each. With every order of 12 cassettes, you will receive a FREE 12 cassette storage case, plus a 10% discount.

- ☐ 1a OPPORTUNITIES FOR EXPANDED RELATIONSHIPS BETWEEN INDUSTRY & THE ACADEMIC COMMUNITY
- ☐ 1b OPPORTUNITIES — PART TWO
- ☐ 4 A NEW LOOK AT OSHA AS THE STATES TAKE OVER ADMINISTRATION OF THE ACT
- ☐ 5 MEASURING RECREATION'S EFFECT ON PRODUCTIVITY
- ☐ 7 WORKSHOP ON PROGRAM IDEAS
- ☐ 8 DEVELOPMENT OF A COMPREHENSIVE EMPLOYEE-EMPLOYER COMMUNICATION PROGRAM
- ☐ 9 HOW TO START AN IN-HOUSE TRAVEL DESK/WHAT IS ITC,GIT,OTC,FIT, Etc. TRAVEL
- ☐ 10 DEVELOPMENT & INSTALLATION OF FITNESS TRAINING CENTERS
- ☐ 11 EMPLOYEE SERVICES ON THE MOVE — THERE ARE BROADER HORIZONS AHEAD
- ☐ 12 MANAGING YOUR BOARD OF DIRECTORS EFFECTIVELY
- ☐ 16 PROGRAM IDEA EXCHANGE SEMINAR
- ☐ 18 CHARLES J. PILLOID — "EMPLOYER OF THE YEAR" ACCEPTANCE SPEECH
- ☐ 19 COMMUNICATIONS CREATE MORE SALES (FOR SUPPLIERS TO NIRA MARKET)

Direct all orders and payments to:

NIRA CASSETTES
:/o EASTERN AUDIO ASSOCIATES, INC.
150 WASHINGTON BOULEVARD,
AUREL, MD. 20810

Giant library size authentic Webster Dictionaries

Were $39.95 Nationally advertised sales price $19.95

NOW $14.95 to your members

Just as the automakers offered rebates to improve sales, so the world-famous Webster Dictionary Company announces an incredible half-price sale to reduce inventory.

The giant 8-pound, 1,454-page, 158,000-definition *Living Webster Encyclopedic Dictionary of the English Language* is currently advertised in such mass circulation publications as *Time* and the *Wall Street Journal* at $19.95 — reduced from the regular price of $39.95. Now, because of your group buying power, we are offering them to your members at just $14.95 — *25% below the nationally advertised half-price.*

Write or call collect for a free sample dictionary, plus promotional material, coupons, and order forms.

You do not have to sell these beautiful dictionaries. Simply place them in recreation rooms, the personnel office, the cafeteria, or any other spot where they can be seen and examined unhurriedly. You remit orders with a covering check and the dictionaries are shipped directly to your members.

Backed by Webster's 14-day money-back guarantee.

For sample copy Write or call collect
Webster Dictionary Company
Executive Offices
The Penthouse
141 Davisville Ave.
Toronto, Ontario
Canada M4S 1G7
Ph. (416) 489-3580



Noah Webster (1758--1843). Father of lexicography and inspiration for founding of our company.

CIRCLE READER SERVICE CARD NO. 245

associate profile



Noah Webster (1758-1843). Father of lexicography and inspiration for founding of our company.

Webster Dictionary Company offers huge discounts

Another new Associate member, The Webster Dictionary Company, is currently advertising its giant library sized dictionary at half the usual price. Advertising for this bargain is carried in many mass circulation magazines. Since Webster joined NIRA, however, these same famous dictionaries have become available to employees of member companies at an additional 25% savings. This means that the Webster Dictionary regularly priced at $39.95 is now available to NIRA member employees for only $14.97, plus a small additional shipping charge.

Many people, even those who have few other books, feel that a dictionary is a household necessity. Often, parents of school-aged children feel that if they must have a dictionary, they would rather have a good one that will be a valuable reference for years to come. The name Webster, of course, is synonymous with dictionaries.

The Webster Dictionary is a classic gift, as well as an important item for the home. Employees may be especially interested in ordering one or more of the books in time for Spring graduations.

The recreational director's involvement with the Webster discount program is minimal. The Webster Company supplies a sample copy of the book as well as display material and order forms. The director simply posts the display materials on office and plant bulletin boards and publicizes the program in whatever other manner is appropriate to his or her company. The director's office distributes order forms to employees and will probably want to display the sample dictionary, both to generate interest and to show the employees exactly what they are buying. The director then sends the employee's order form and covering check to Webster. Webster ships the dictionaries directly to the employees, without further involving the director's time or storage space.

For a sample copy of the dictionary and more information, write: The Webster Dictionary Company, 141 Davisville Ave., The Penthouse, Toronto, Ontario M4S 1G7, Canada, or call collect to (416) 489-3580.

CIRCLE READER SERVICE CARD NO. 1

"One could do worse than be a swinger of . . ."*

Flexi-Pole?

A recent addition to NIRA's Associate membership rolls is Flexi-Dyne, Inc., manufacturer of a new type of flexible gym pole and creator of a totally new concept in recreation.

What's that strange sight spreading throughout U.S. recreational areas? No, it's not the nose cone from some Cape Kennedy missile. Nor is it the result of some over zealous vaulter digging in too hard. What you see is Flexi-Pole, the brainchild of inventor Bob Boggild of South Pittsburg, Tenn.

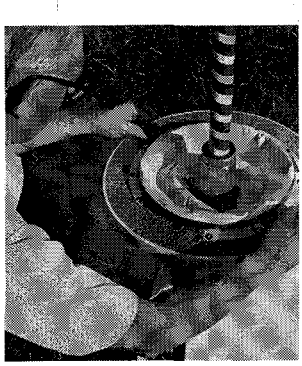
Years ago, Boggild recalled seeing children and adults alike finding a good stout sapling and riding it in any manner possible. Today, after extensive research and testing, this man-made substitute has capabilities and possibilities the "Old Birch Tree" could never achieve. Flexi-Pole is a strong, tubular, fiberglass pole with two movable steps and can quickly adjust to accommodate any user within a 50 to 200 lbs. weight range. It's easily installed outdoors or indoors and either pole or mount can be readily removed for storage.

Adaptable to both individual and group activities, Flexi-Pole can help develop motor control, rhythm, and coordination as well as provide hours of entertainment and healthy exercise. It's a "freedom machine" — a super swing, a trapeze, and a merry-go-round all rolled into one. Flexi-Pole is ideal for warming-up prior to sports such as pole vaulting, track, tennis, or golf. The Flexi-Pole Kit comes with a 16-page instruction book full of challenging routines.

For more information on Flexi-Pole write: Flexi-Dyne, Inc., Graham Home Place Road, South Pittsburgh, Tenn. 37380, or call (615) 837-8537.

*". . . Birches" From "Birches" by Robert Frost.

The Flexi-Pole in action, right; its base, secure in concrete, below.





CIRCLE READER SERVICE CARD NO. 2

Shap- up y-ur c-mpany.

Copy Xerox.

When Xerox was planning its International Center for Training and Management Development in Leesburg, Virginia, a physical fitness

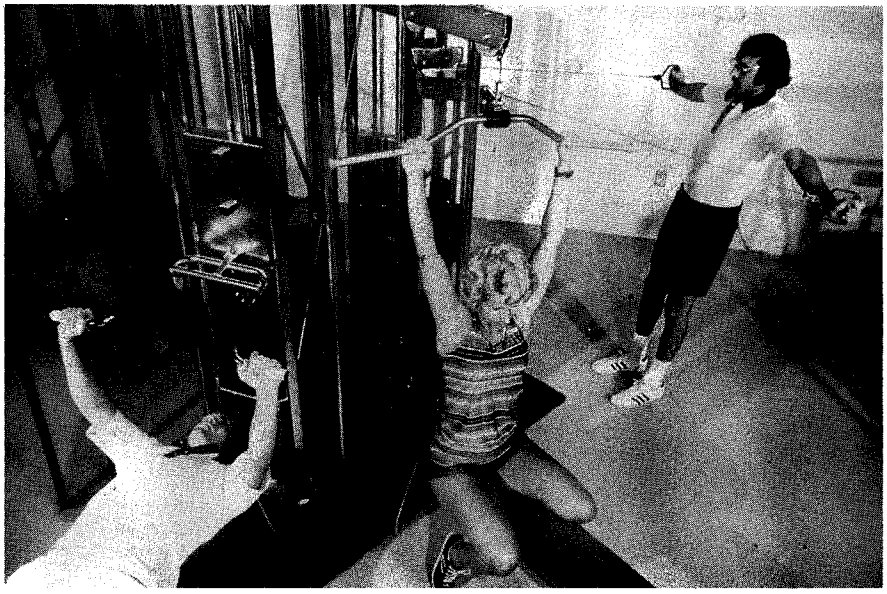


program was part of the plan. According to Brent Arnold, the center's Manager of Physical Fitness and Recreation, "It took foresight on our part. But today we have formalized physical fitness programs. And we know our programs work."



For Xerox, the program has meant more than getting in shape physically. It's increased morale. Efficiency. And lessened tension.

And for us at Marcy, it's the kind of story we hear often. We've been a leading manufacturer of quality physical fitness products since 1946. And we're proud that Xerox chose to include some of our equipment in their Leesburg Physical





Fitness Center. In fact we're so proud that we'd like to offer your company a program similar to the one used at Xerox. It's formalized, detailed—and it works.

Along with our Physical Fitness Program we'll send you a catalog listing the full line of Marcy equipment. Plus information about how Marcy designers can help you plan a physical fitness center for your company. We can tailor our plans to fit companies with as few as 25 employees. We'll show you how to make efficient use of space—from storage closets to sizeable gyms. And we can work with allocations of as little as a few thousand dollars.

Let Marcy have a part in shaping up your company. Because a physical fitness center is one employee benefit that benefits your company, too.

MARCY®
GYM EQUIPMENT COMPANY

Copyright © by Marcy Gym Equipment Company, 1975. All Rights Reserved.

I'm interested in shaping up my company. Send me the Marcy Physical Fitness Program and additional information about Marcy equipment.

NAME _____ TITLE _____

NAME OF COMPANY _____ NO. OF EMPLOYEES _____

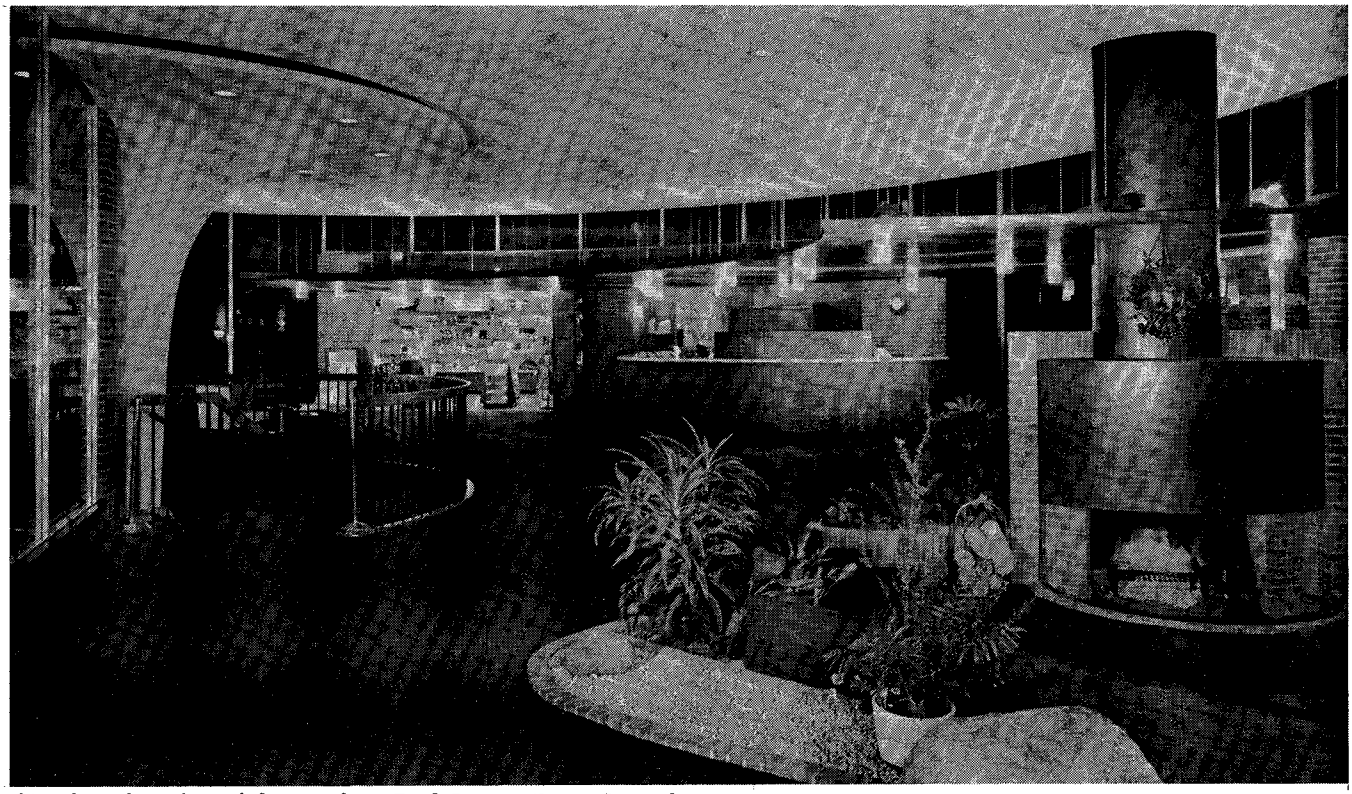
ADDRESS _____

CITY _____ STATE _____ ZIP _____

Send to: Mr. R. Cassell, Vice President Marketing, Marcy Gym Equipment Company, 1736 Standard Avenue, Glendale, California 91201, (213) 247-6611.

CIRCLE READER SERVICE CARD NO. 246

Milwaukee's Red Carpet set for 1976 Conference and Exhibit



Spacious interior of the modern Red Carpet Expo Complex

THE Red Carpet Inn in Milwaukee, Wisconsin will host the 35th Annual NIRA Conference and Exhibit, May 21-26. The 100-acre Red Carpet Expo complex houses business and recreational facilities designed to make conferences like NIRA's both successful and fun.

Located opposite Milwaukee's Mitchell air field, the Red Carpet is just minutes from Interstate-94. On the southern edge of the Milwaukee area, the Red Carpet is a brief drive from the city's night life and beautiful Lake Michigan beaches, and yet removed from the heavy traffic of the city.

Beside ample modern meeting and exhibit facilities, the Red Carpet offers a wide array of recreational facilities. Excellent dining is available in the complex, for those few extra meals NIRA delegates may want to enjoy outside of the regular program. The center provides indoor and outdoor pools, a bowling alley, indoor tennis courts, three cocktail lounges, a nightclub with live entertainment, a discotheque, as well as an in-house beauty salon and a gift shop.

NIRA is exploring special air fares to Milwaukee and will have further details in coming months. In general, however, round trip air fares from a sampling of major U.S. cities can be expected to fall within this range:

Atlanta: $137
Cleveland: $87
Dallas: $165
Denver: $167
Los Angeles: $277
New York: $145
Phoenix: $123
Toronto: $112
Washington, D.C.: $131

For those from the Chicago area, or who would find it more convenient to fly as far as Chicago, NIRA is pursuing the possibility of special car rental arrangements for the 90-minute drive to Milwaukee.

Budget planners can count on room fees at reasonable rates. Single accomodations will cost $20 per night, with doubles at $25. A triple room will rent for $28 per evening.

Registration fees are lower for earlier registration. Member delegates who register before Arpil 1 will pay only $110 for the entire Conference, including sponsored meal functions (approximately two each day), entertainment, and special events. Non-member delegates will pay $120 for the same package. Spouses who register before April 1 will pay only $55. Students may register for the conference before April 1 for only $60, including meals. Lower daily rates are available for all groups of delegates and spouses.

Complete cost information has been mailed to all members. If you have not received your copy, or need further information, contact the NIRA office in Chicago.

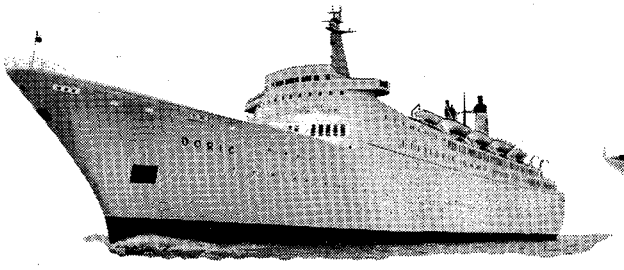
Check the February issue of *RM* — and every issue from then until the Conference — for more information. □

Now Travel Planners Have an Unsurpassed Choice!

2 GREAT HOME LINES SHIPS! 2 GREAT VACATION DESTINATIONS!

on 7-Day "Linger Longer" *Quality Cruises* Spring thru Autumn
Sailing from New York's New Midtown Passenger Ship Terminal

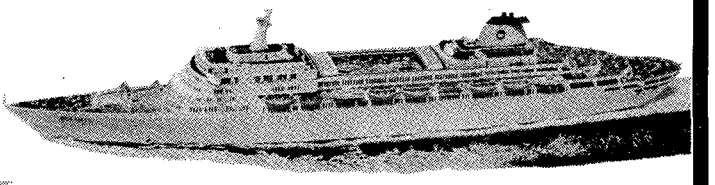
S/S DORIC
25,300 tons
TO BERMUDA



Ship is hotel for 4 days in Bermuda, with reserved docking on Hamilton's Front Street

Now there's an enchanting new way to enjoy nature-blessed Bermuda with its pink-sanded beaches, its famed facilities for golf, tennis, all water sports . . . a quality cruise on Home Lines' new star, DORIC! 2 swimming pools on spacious outdoor decks plus indoor pool with sauna. A sweep of smartly appointed lounges across an entire deck and still more public rooms on a deck above. Capacity 700.

S/S OCEANIC
39,241 tons
TO NASSAU



Ship is hotel for 2 days and 2 nights in port, docking at Prince George's Wharf

Year after year, the OCEANIC has broken every existing carryings record on her 7-day quality cruises to Nassau, the vacation magnet with its historic sights, inviting beaches and lively nightlife that includes fabulous Paradise Island. Her magnificent facilities include the all-weather indoor/outdoor Lido Deck with its unique retractable Magrodome Roof that slides open and closed over the entire 2-pool area. Capacity over 1,000.

Whichever ship you choose, your people will happily discover why Home Lines quality cruises are so widely acclaimed. The superbly-trained all-Italian crew are gracious, speak our language and know what it takes to please passengers. Lavish gourmet cuisine from morning to midnight. Wide range of activities feature several orchestras, Continental revues, variety shows, movies, galas, contests, games. All accommodations have private bathrooms and other modern conveniences and with 2 lower beds in every double cabin. Panamanian Registry.

Both ships have a wealth of public rooms for every requirement. They are well-equipped with audio-visual facilities for meetings at sea. And our experience in serving groups can be of invaluable help to make your program a success!

AND IN THE WINTER . . . *Quality Cruises* TO THE CARIBBEAN of Various Durations:

S/S DORIC FROM FLORIDA

S/S OCEANIC FROM NEW YORK

PHONE OR WRITE FOR COMPLETE DETAILS AND FREE FULL COLOR BROCHURE!

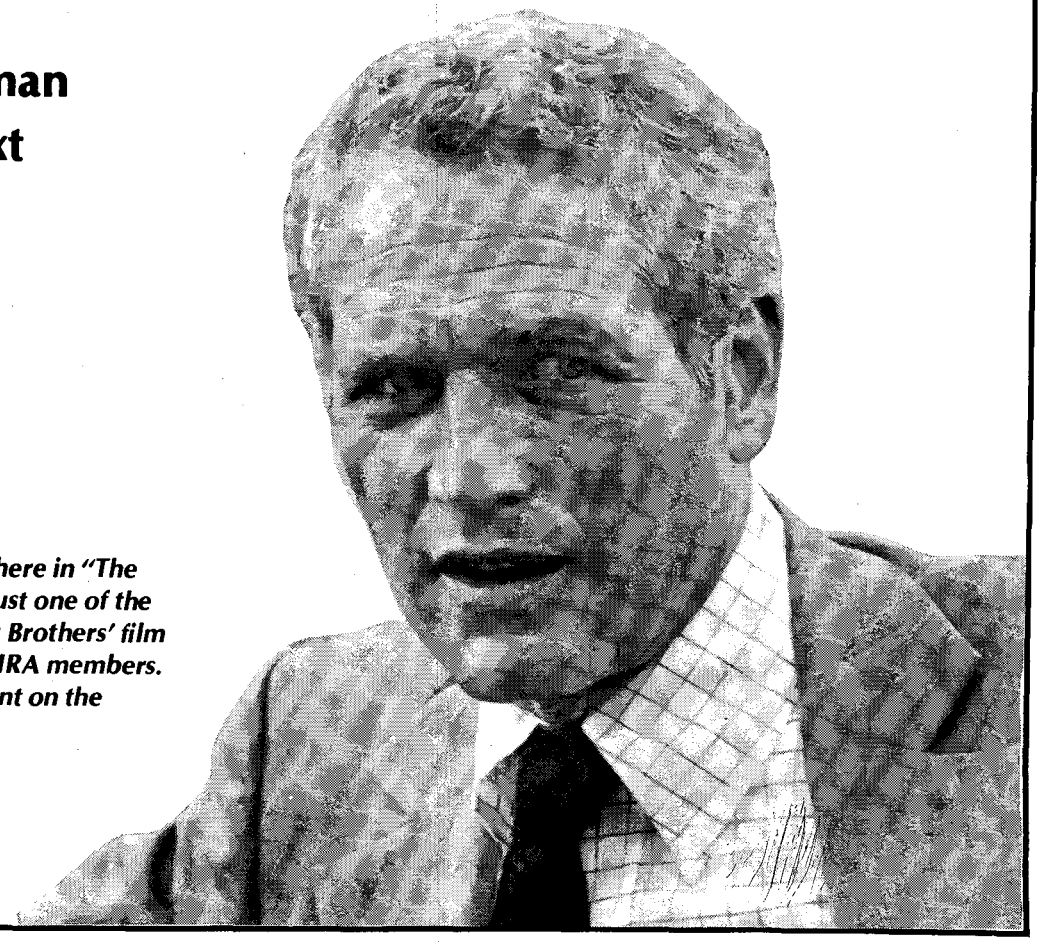
HOME LINES

One WORLD TRADE CENTER
Suite 3969 — New York, N.Y. 10048
Phone (212) 432-1414 Offices in Principal Cities

Unrivalled for Quality Service . . . Home Lines Famous All-Italian Personnel

CIRCLE READER SERVICE CARD NO. 247

Bring this man to your next employee recreation meeting



Paul Newman, seen here in "The Drowning Pool," is just one of the many stars in Warner Brothers' film rental program for NIRA members. See the announcement on the facing page.

Bulletin boards — Neglected medium of communication

It is customary these days for managers to bewail their lack of communications with employees. And yet, close at hand, they often have one of the most useful means for this purpose standing idle, or nearly so.

Not every plant can have a newspaper or magazine. In any case, publications can seldom give the instant service some messages need. Not every employee is within reach of a public address system. But, every workplace, no matter how small, can have some kind of bulletin board.

For better or worse, this is the daily newspaper of the plant. True, not everyone looks at it. The attention it gets depends on the interest it holds day after day. Many bulletin boards do not deserve much attention. Some look like shaggy dogs, adorned with overlapping, fluttering sheets of paper. Some appear to have gained their contents about as casually as a wastepaper basket. Of course, if the news on the board is stale or if the clutter is overwhelming, the busy passerby will not give it a second glance.

A bulletin board is like a highway advertising sign. It is aimed at people on the run. Only what is *new* gets a second glance. Every permanent message detracts from its drawing power. Notices that must be kept posted for long periods should be put under glass or hung separately. Freshness may be achieved many ways — by a touch of color, a different shape, a catchy picture, a good headline.

A message signed by the *boss* will stop almost anyone. a message of real importance to the people themselves will seldom lack for readers. There must be a strict policy on the length of time any bulletin may be posted. A systematic bulletin board policy established and followed consistently is essential.

The bulletin board stands ready to serve us everywhere. How much thought do we give it? Are we aware of the potential in it? Is there information about the business that we ought to be sharing with our people every day by this means? Is this our most neglected medium of communications? The bulletin board can become one of the best medias of written communication we have to offer — quick to read, current, authoritative, direct, factual and selective.

—Mel Byers, CIR

De Carlo announces exclusive NIRA/Warner Brothers film program

NIRA President Bill De Carlo, Xerox, has announced an agreement between NIRA and Warner Brothers, Inc. to a ten-year exclusive contract. Under the terms of the agreement, NIRA member companies will have the opportunity to rent some of the country's most popular current feature films at reasonable rates. Such hit movies as "Blazing Saddles," "What's Up, Doc?" and "Deliverance" will be available in their original uncut versions, only from Warner Brothers, often before they are released for national television viewing.

Warner Brothers, a new NIRA Associate member, will make over 100 current films available to NIRA recreation clubs beginning in January, 1976. Said John Whitesell, Vice President of Warner Brothers, "Recreation directors already know how popular even older films can be with their employees. We think they'll notice a terrific response to these really current movies."

The NIRA/Warner Brothers program developed last Fall when Whitesell and Scott Lane, Director of Warner Brothers' Industry Entertainment Program, met with NIRA Executive Director Michael Fryer and Assistant Director Pat Stinson. The four discussed the potential for film rental in NIRA companies and agreed that Warner Brothers could offer a program which would fit the needs and budgets of both smaller and larger employers. They also agreed that the program would be flexible, allowing individual recreation clubs to meet the cost of rental in the ways most convenient for them. Some companies, for example, will underwrite some or all of the modest cost for renting the films. Others may want to charge admission, and direct any profits toward their recreation funds. All companies may take advantage of the generous discounts for multiple film rentals.

Warner Brothers' film selection, too, allows wide flexibility. Some movies listed in its catalog are entertaining for the entire family. Others are especially good for younger children. Still others are best suited to more serious audiences. All are among the most popular and contemporary films of very recent years.

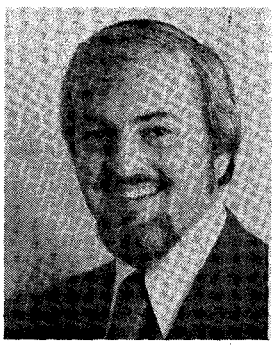
Warner Brothers will help participating recreation directors make their film programs as effortless and effective as possible, by providing substantial promotional material for each film ordered.

"All in all," said Bill De Carlo, "I think this is one of the most exciting services we have offered our members."

Watch *Recreation Management* and other NIRA publications for continuing news about the NIRA/Warner Brothers film program. In the meantime, circle Reader Service Card No. 4 in this issue for more information.

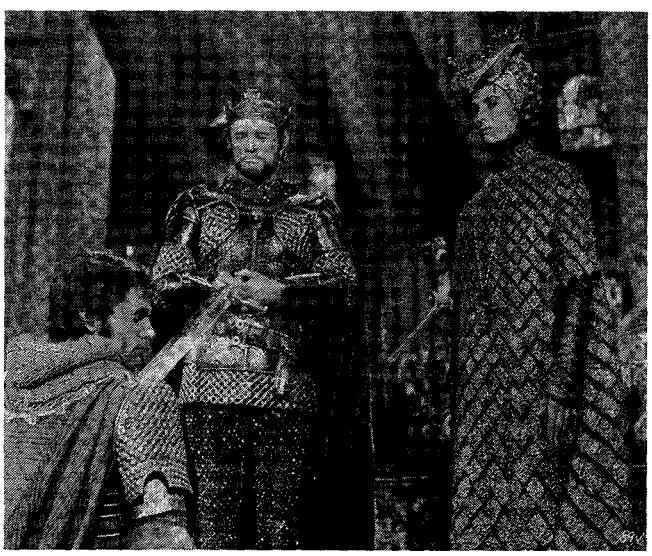


Bill DeCarlo



John Whitesell

"Camelot", top, and "Alice Doesn't Live Here Anymore" are among the popular films available from Warner Brothers.







HOBBY SHOWCASE

Conrad Hilton Hotel/Chicago, Ill.

Show Hours

Jan. 25 thru 28, 1976

Sunday Jan. 25th
8:30 AM to 6:30 PM

Monday Jan. 26th
8:30 AM to 6 PM

Tuesday Jan. 27th
8:30 AM to 5 PM

Wednesday Jan. 28th
9 AM to 5 PM

Special Instructions

Please complete all parts
1 Name and address
2 Buyer classification
3 Product interest

We must receive this form before Jan. 9, 1976. It will not be valid at the registration desk.

Children under 16 years of age not admitted

HIA 39th Trade Show/1976

Attach list of additional names.

Name	
Title	
Company	
Address	
City	State Zip

Check classification

1 ☐ HIAA Member Wholesaler
2 ☐ HIAA Member Retailer
3 ☐ Wholesaler
4 ☐ Retailer
5 ☐ Mail Order
6 ☐ Chain Store
7 ☐ Dept. Store
8 ☐ Premium
☐ Other_____
Describe

Please check products you are interested in

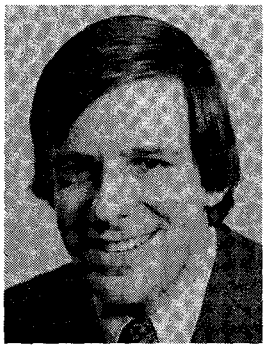
a ☐ Model Airplanes
b ☐ Car Racing
c ☐ Collectors Items
d ☐ Crafts & Arts
e ☐ Games
f ☐ Plastic Kits
g ☐ Radio Control
h ☐ Railroads
i ☐ Rockets
j ☐ Science
k ☐ Ship Models
l ☐ Stamps & Coins

Complete this form and return it to Hobby Industry Association of America Inc. 200 Fifth Avenue, New York, N.Y. 10010, No later than Jan. 9, 1976 Badge will be sent directly to you.

CIRCLE READER SERVICE CARD NO. 248

Tournament News

NIRA Tournament Champions for 1975



by Stephen D. Waltz, CIRA
Cummins Engine Company
NIRA Vice President
Tournaments & Services

This column is the first in a series that will be appearing in each issue of Recreation Management. *It will be devoted strictly to the activities and services offered by NIRA to its membership. Our hope is that NIRA members may become better informed about the tournaments and services: when they are being held, who is responsible, and who the winners are.*

Special recognition is due at this time to **Fritz Merrell** *of the Olin Corporation. Fritz was my predecessor as Vice-President Tournaments and Services and did an outstanding job in this position for several years. His efforts have contributed significantly to the growth of this area. Additionally his efforts, when combined with mine, have produced this year's program.*

Since Services is a relatively undeveloped area to date, my report on progress in 1975 will deal with those companies and individuals who were NIRA Tournament champions for 1975. These winners to date include:

Bowling / Men
1 — Puget Sound Naval Shipyard, Bremerton, Wash. — *Mach. Marine*
2 — Sandia Labs, Livermore, Calif. — *Sandia # 7*
3 — Corning Glass, Corning, N.Y. — *Tigers*

Bowling / Women
1 — Sandia Labs, Livermore, Calif. — *Sandia # 1*
2 — Sandia Labs, Livermore, Calif. — *Sandia # 2*
3 — McLean Trucking, Winston-Salem, N.C. — *Rolling Pins*

Rifle and Pistol / .22 caliber rifle/Men
Individual — Ford Motor Co., Ann Arbor, Mich. — *T.Y. Wu*
Team — Goodyear Tire & Rubber Co., Windsor, Vt. — *Team # 1*

Rifle and pistol / .22 caliber pistol/Men
Individual — Grumman Aerospace Corp., Islip, N.Y. — *Alfred E. Berka*
Team — Grumman Aerospace Corp., Bethpage, N.Y. — *Grumman Team # 1*

Rifle and Pistol / .22 caliber rifle/Women
ndividual — Fisher-Price Toys, Depew, N.Y. — *Ruth A. Salzmann*

Rifle and Pistol / 10 meter precision air rifle/Men
Individual — *Horst B. Mahlkemper*, Altlunen, W. Germany
Team — 3M Co., St. Paul, Minn. — *Team # 1*

Rifle and Pistol / 10-meter precision air rifle/Women
Individual — 3M Co., St. Paul, Minn. — *Shirley Kulzer*

Rifle and Pistol / 10-meter precision air pistol/Men
Individual — Grumman Aerospace Corp., Bayshore, N.Y. — *Phillip R. Boehm*
Team — Lockheed Corp., Sunnyvale, Calif. — *Emp. Rec. Assn. Team # 1*

Rifle and Pistol / 10-meter precision air pistol/Women
Individual —Fisher-Price Toys, Depew, N.Y. — Ruth A. Salzmann

Trapshooting / Teams
1 — Olin Corp., East Alton, Ill.
2 — G.M. Assemble Division, Norwood, Ohio
3 — Cummins Engine Co., Columbus, Ind.

Trapshooting / Individuals
Men — Olin Corp., East Alton, Ill. — *Bob Maples*
Women — Eli Lilly Co., Indianapolis, Ind. — *Ruth Campbell*

SPECIAL THANKS TO ARMCO STEEL CORP. for sponsoring NIRA's 1975 Trapshooting Tournament

Tentative dates for 1976 NIRA Tournaments have been set. They are:

Tournament	Dates
Bowling	February 2 to February 29
Rifle & Pistol	In progress — all entries must be received by April 1
Photo Contest	In progress — all entries must be received by March 1
Fishing Contest	May 1 to December 1
Golf	August 15 to November 15
Trapshooting	September 5
Bridge	October 15 to November 30

It is still not too late to enter those Tournaments now in progress. Please contact NIRA Headquarters for Tournament information. Please note also that the entry information for this year's Bowling Tournament is included in this month's issue. Other Tournament information will be available in the near future.

Pat Stinson, Director of Membership, Promotion, and Services, and I will be exploring new ideas for developing an effective Services program during 1976. More information will come later.

It is the hope of the NIRA staff and myself that these articles will prove beneficial and informative to Association members. I would like to close each article with a thought on programming. This month's thought is: *Evaluation is the thought process by which success can be salvaged from failure.*

1976 NIRA Mail-O-Graphic Bowling Tournament

by Steve Waltz
Vice President,
Tournaments and Services

NIRA is happy to announce its Fifth Annual Mail-O-Graphic Bowling Tournament. The Tournament offers members the opportunity to compete on a national basis, with the advantages of local participation. Entrants compete on their own neighborhood lanes, under like conditions, with equitable handicaps.

No travel time or exceptional costs

All teams compete on lanes they use in their usual weekly leagues. Several NIRA members may band together in their home town to roll their Tournament games, if that is more convenient. Teams entered in their regular sanctioned company leagues may use league scores, providing that the teams adhere to the competition dates they indicate on their entry forms.

Nominal entry fees and costs

The total entry fee for the Tournament is $2.00 per person or $10.00 per team. Of this, $1.35 per person or $6.75 per team is allocated for prize fees. One hundred per cent of this money is returned to participants in the form of trophies and prizes. The remaining $0.65 per person or $3.25 per team is devoted to promotional and administrative costs. Costs for the individual entrants will be no more than their usual lineage fees.

Entry fees may be paid either by the companies represented or by the individual participants — so long as participants are employed by a NIRA member company.

Effect on regular work schedules

The Tournament will have no effect on employees' regular work schedules. It is held locally, during employees' usual off-hours recreational time.

Many may enter competition

The Tournament is designed to accommodate many teams and a large number of individual participants nationwide. Companies may enter as many teams as they desire. Multiple participation for individuals is possible, too, so long as no more than three people compete on the same two teams. Teams must be ABC or WIBC members so that averages can be verified.

Tournament schedule

The Tournament is open for entries from February 2 through February 22, 1976. Official entry forms are contained in this issue of *Recreation Management.* A score sheet will be returned to each entrant. Completed entry forms must be mailed, together with entry fees, no less than one week prior to the competition date.

The Tournament closes February 28. All completed score sheets must be mailed to the Coordinator no later than three working days after that date.

Questions and answers

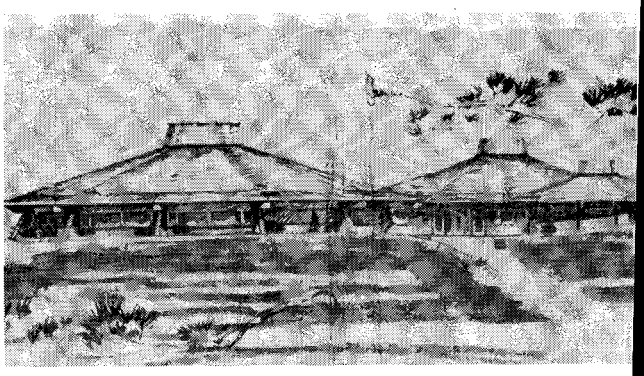
All Bowling Tournament material, as well as any questions, should be directed to the Coordinator, **Andrew Zadany,** at Corning Glass Works, Corning Glass Center, Corning, N.Y. 14830. His phone number is (607) 974-8252.

Imagine . . . yours for the summer

Magestic Devil's Head Lodge
in the Baraboo bluffs near Wisconsin, Dells, Wis.

138 luxurious rooms
Indoor/outdoor swim pools
Tennis courts
Whirlpool and sauna
Meeting facilities
Dining rooms
Cocktail lounges

Maybe even the
18-hole golf course



Conveniently located six miles from the Circus World Museum and 15 miles from 34 family attractions at Wisconsin Dells. We're flexible and ready to fulfill your specific needs. Call 1-608-493-2251. Ask for Mr. Domenic DeGirolamo.

Devil's Head Lodge, Box 38, Merrimac, Wis. 53561.

CIRCLE READER SERVICE CARD NO. 249

TEAM ENTRY BLANK

AMOUNT PAID $

Fifth annual NIRA MAIL — O — GRAPHIC BOWLING TOURNAMENT
conducted under the auspices of the National Industrial Recreational Association

FEBRUARY 2, 1976 to FEBRUARY 29, 1976

MEN'S DIVISION ☐	WOMEN'S DIVISION ☐
75% Handicap	75% Handicap
650 to 1000 Average	500 to 900 Average
750 Pins max	900 Pins max.

• ALL PRIZE FEES WILL BE RETURNED IN PRIZE MONEY AND TROPHIES •

TEAM	TEAM CAPTAIN
FIRM	ADDRESS
PLAY DATE	

RULES AND REGULATIONS

1. Only bona fide employees of a company affiliated with the National Industrial Recreation Association may compete.
2. ABC and WIBC rules of play will govern the competition.
3. Bowlers may bowl as often as they wish, but not more than 3 bowlers may compete together more than once on the same team.
4. Prize Fee ..... $1.35 ($10.00 per team)
   Tournament Expense ..... .65
   Total per bowler to NIRA $2.00
5. No team entry accepted if team average is MEN 1000, LADIES 900.
6. No entry blanks accepted without Team fee of $10.00.
7. Championship trophies will be awarded to Sponsor and winning team members.
8. Teams may use league bowling scores during February, providing entry blank and fees are turned over to Coordinator before the match.
9. Make checks payable to: N.I.R.A. Bowling Tournament.

CERTIFICATE OF MEMBERSHIP

The undersigned certifies that the bowlers whose names are on this entry blank are bona fide employees of the _____ *to whom competition in this tournament must be restricted.*

NAME OF COMPANY

_____

SIGNATURE OF COMPANY OFFICIAL

This application and fees must reach co-ordinator Andrew Zadany c/o Corning Glass Works, Corning Glass Center, Corning, N.Y. 14830.

AVERAGES MUST BE USED IN THE ORDER LISTED

1. Use last year's highest average
2. If you had no average last year, use previous year's highest average.
3. If Rule 1 or 2 does not apply, use this year's average as of February 1, 1976, providing 21 or more games have been bowled. Affidavit or league standing sheet from league secretary must accompany entry.

	LIST LEAGUES BOWLED IN	GAMES	AVERAGE
1 _____ NAME ABC No. Check 1 ☐ Average 2 ☐ Used 3 ☐	1 _____ 2 _____ 3 _____ 4 _____		
2 _____ NAME ABC No. Check 1 ☐ Average 2 ☐ Used 3 ☐	1 _____ 2 _____ 3 _____ 4 _____		
3 _____ NAME ABC No. Check 1 ☐ Average 2 ☐ Used 3 ☐	1 _____ 2 _____ 3 _____ 4 _____		
4 _____ NAME ABC No. Check 1 ☐ Average 2 ☐ Used 3 ☐	1 _____ 2 _____ 3 _____ 4 _____		
5 _____ NAME ABC No. Check 1 ☐ Average 2 ☐ Used 3 ☐	1 _____ 2 _____ 3 _____ 4 _____		
6 _____ NAME ABC No. Check 1 ☐ Average 2 ☐ Used 3 ☐	1 _____ 2 _____ 3 _____ 4 _____		

DO NOT WRITE BELOW THIS LINE

TEAM AVERAGE _____ HANDICAP _____

CUT OUT NOW FOR NEW YORK

and mail to:

David Falor
Loews Hotels
666 Fifth Avenue, New York, N.Y. 10019 · (212) 586-4400

Please cut me in on your great New York weekends. I'm interested in a folder on ☐ Disco Delights, ☐ Summit Weekender, ☐ Sup 'n Sleep, ☐ Broadway Theatre-Go-Round.

NAME_____

STREET_____

CITY_____ STATE_____ ZIP_____

CUT UP LATER

ON A WHIRLWIND WEEKEND ON LOEWS ISLAND.

(Some people call it New York. We call it Loews Island because we've got more to offer you than anybody else. Namely 5 great hotels in 5 unbeatable locations.)

DISCO DELIGHTS
2 days, 1 night
only $23.75
per person, double occupancy. Plus tips and taxes.

Arrive Friday or Saturday. Features luxurious bedroom suite, sumptuous breakfast in bed or the Drake Room plus dinner, dancing and the 9 p.m. show at Shepheard's, New York's dynamite disco.

At Loews Drake.
Park Avenue at 56th Street. Park Avenue elegance in a lovely East Side location. Home of the classic Drake Room and famous Shepheard's.



Loews Drake

SUP 'N SLEEP
3 days, 2 nights
only $52.50
per person, double occupancy. Includes all taxes and gratuities except baggage handling.

Features beautifully appointed suite at either hotel, after theatre supper at the famous Four Seasons, after theatre supper at Mamma Leone's plus a ticket to the exciting multi-media production, "The New York Experience."

At Loews Warwick or Loews Drake.
Choose East Side elegance at the Drake or West Side excitement at the Warwick (54th Street on Avenue of the Americas), home of the renowned Raleigh Room.

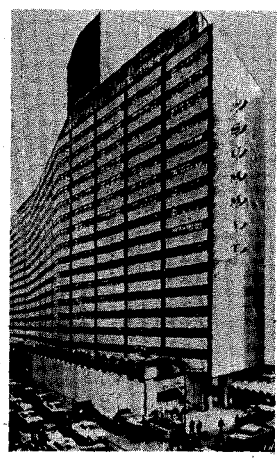


Loews Warwick

SUMMIT WEEKENDER
2 days, 1 night
only $24.95
per person, double occupancy. Plus tips and taxes.

Arrive Thursday, Friday or Saturday. Features deluxe twin-bedded or double room, club breakfast in your room or Sunday brunch at Maude's, full course dinner at Maude's, free parking for 1 night in hotel's garage.

At Loews Summit.
Lexington Avenue at 51st Street. New York's fast-paced hotel in a lively East Side midtown setting. Home of marvelous Maude's Restaurant.



Loews Summit

BROADWAY THEATRE-GO-ROUND
3 days, 2 nights
only $58.50*
per person, double occupancy. Includes all room taxes but not gratuities.

Features luxury accommodations, a guaranteed orchestra seat to hit musical of your choice plus another guaranteed seat to hit comedy or drama of your choice (at time of confirmation) plus free parking** if you stay at Ramada Inn or Howard Johnson's.

*Mid-week arrival slightly higher.

**$2 charge for each additional in and out service during stay.

At Loews Summit, Loews Warwick, Ramada Inn or Howard Johnson's Motor Lodge.
Choose the East Side with the Summit. Make it the West Side with the Warwick or the motor inn convenience of Ramada or Howard Johnson's. (Both ideally located for theatre going.)

LOEWS HOTELS
is a member of NIRA

CIRCLE READER SERVICE CARD NO. 250

JPL employees make it work

Jet Propulsion Laboratory's Employee Recreation Club owes much of its success to the careful organization of its elected employee "House of Representatives"

THE Employee Recreation Club (ERC) at Jet Propulsion Laboratory in Pasadena, California succeeds year after year because it is carefully organized to include employees from throughout the company in policy-making roles. Under the leadership of Executive Manager **Stan Locke** and his three staff members, JPL's and ERC pools the talents of more than twenty employee representatives who work—on company time, if necessary—to develop and implement a richly varied program of activities.

JPL's recreation program began shortly after the Laboratory was established during World War II. Like so many other recreation clubs, it started with a baseball team. In the beginning, club activities were financed through annual membership dues which reached a high of five dollars. As employee interest grew, JPL management agreed to the use of company publications, bulletin boards, office space, and the inter-office mail system to organize and promote the ERC. Later, income from vending machines was directed for use by the ERC. Annual dues were discontinued in the early 1960's, when vending machine income became sufficient to support employee activities. Services of the ERC are available to all 3,300 Laboratory employees and 1,200 contractors from other companies and organizations, as well as their families.

Organization and involvement

Under the ERC's by-laws, strong employee representation is built into the governing structure. Employees in each of JPL's eighteen Divisions elect their representatives to the ERC Council. Representatives serve for two-year terms, with those from even-numbered Divisions standing for election in even-numbered years and those from odd-numbered Divisions running in odd-numbered years. The Division Representatives and their sub-reps distribute ERC information to all employees in their Divisions. In this way, they see to it personally that their fellow employees are well-informed. The Reps also have the opportunity to learn first-hand what the employees need and appreciate in the ERC program.

The Reps, as a group, also work each year on the Annual Family Picnic in July and the JPL Children's Christmas Party in December. These two activities alone involve 5,000 people. The Reps also study other employee recreation clubs, looking for new program ideas which could be added to an already interesting calendar of events. JPL also works with fellow members of the Associated Industrial Recreation Council (AIRC), a full-member IRC within NIRA.

The Representatives' Council meets over dinner once a month, to conduct ERC business. Employees and contractors are welcome to participate in the meetings. The Council's officers also serve as a Board of Regents, along with a representative at large from the Council. The Board meets twice monthly on company time to help Executive Manager Locke formulate policy and to recommend various activities for the Council's consideration.

Committees

Council members also help even more directly to govern ERC activities, by working with the several governing committees:

- **The Social Committee** assures that a leader is available for all major JPL social activities such as dances, the Annual Picnic, the Children's Christmas Party, and so forth.
- **The Hospitality Committee** provides welcome cards for new employees, get-well cards and *Reader's Digest* Condensed Books for employees who are ill.
- **The Tickets, Tour, and Travel Committee** locates and distributes discount tickets for movies, Disneyland, Marineland, plays, concerts, athletic events, and other activities

The group also organizes tours and trips — from day-hops to European and Oriental trips.

• **The Sub-Club Committee** serves as a laison between the ERC and the over twenty subsidiary clubs, whose interests are as varied as stamp collecting, basketball, and photography.

• **The Publicity Committee,** at the request of the other committees, provides flyers, posters, and other informative and promotional pieces.

• **The Personnel Committee** searches for replacements, when necessary, for any Council members who must leave their offices during their terms.

• **The Document Committee** periodically suggests revisions in the ERC by-laws and Rules of Conduct.

The Sub-clubs

One of the many advantages of the well-organized JPL/ERC is the central coordination it provides for a multitude of special-interest clubs. Each of the twenty-two sub-clubs is led by an employee president. The oldest of the clubs, of course, is the baseball league. In addition to league play, the ERC also has an organized slow-pitch tournament, involving over 400 players. Other popular sports are represented, including volleyball, basketball, skiing, tennis, bowling, soccer, golf, archery and shooting, fishing, and cycling. The Travel and Tour Committee arranges a mixed bag of travel options to satisfy participants of varied interests. Day-trips and tours accomodate local interests for all ages. Fast-water river trips on the Green and Colorado Rivers thrill the more adventruous. A Doll Drive Club works throughout the year to raise money for the less fortunate and the Low Pollution Auto Club provides information on how to lower the pollution of auto travel.

Keeping in touch

JPL's ERC does an admirable job of keeping in touch with employees through their elected representatives. In 1974, it went even farther and distributed a carefully considered questionnaire to plumb the recreational needs of employees and their families. According to the returns, over two-thirds of JPL and its contractors' employees participate in ERC activities. According to the survey results, employees wanted more of what they were getting from the ERC. They also hoped, like so many employees across the country, for more physical fitness programming and more activities for family members—especially young children. Employees confirmed that their most valued ERC services were discount privileges for entertainment and merchandise. Also high on the popularity list were the companywide Family Picnic, travel, the sub-clubs, and the Children's Christmas Party.

If JPL employees could gain an outside perspective on their recreation club, they would also give high honors to its crisp, dedicated organization. □

Special thanks to Stan Locke, JPL, for providing background information and photos for this story.

continued on the following page

MARK IO LTD.
lets you give them superb travel at new low prices.
Check out these great land-package rates:
Las Vegas
(3 days, 2 nights) . . . from $43.00*
Disney World
(4 days, 3 nights) . . . from $78.00*
East Africa
16 days . . from NYC $1,399.00*
Special Group Rates
(*per person, double occupancy)
Send for complete details on these or other destinations — including lowest available air-fare rates or call (312) 440-1990
MARK IO LTD.
919 No. Michigan Avenue
Chicago, Illinois 60611
CIRCLE READER SERVICE CARD NO. 251

GOLF
FLORIDA'S GREAT TOURS
$85.50* Per person double occupancy
4 DAYS—3 NIGHTS
That's the golf package at the Holiday Inns in Orlando. Six great locations.
Includes greens fees, carts, and a variety of new challenges on three PGA Championship courses. **Orange Tree:** bordered by orange trees and tall pines. **Rosemont:** most beautiful 6,578 yards, par 72, in Central Florida. **Poinciana:** by Devlin/Von Hagge, site of Florida PGA Open.
You'll enjoy a spacious room, a square breakfast every morning, superb dinner every night, and old-fashioned friendly service.
Call or write:
(305) 849-6280
Holiday Inns of Orlando
4045 South Orange Blossom Trail
Orlando, Florida 32805
*Rates subject to change.
CIRCLE READER SERVICE CARD NO. 252

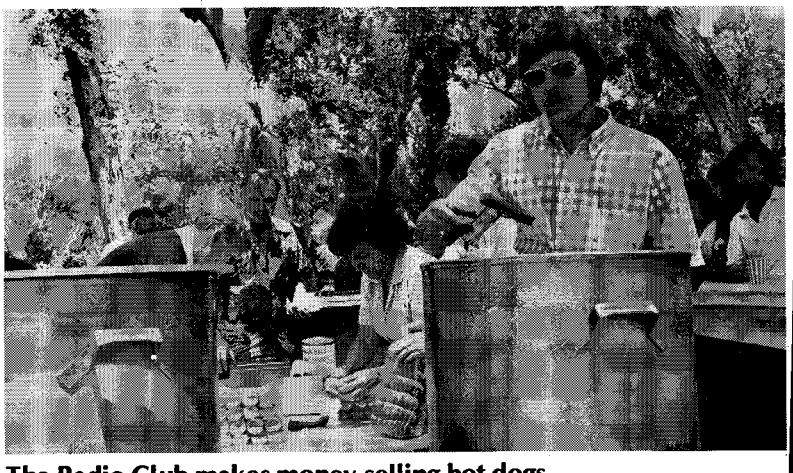
Disneyland? no . . . another well-organized JPL picnic



Park swings provide entertainment.



Yogi Bear greets the children.



The Radio Club makes money selling hot dogs.



Miniature train is a unique ride for passengers of all ages.



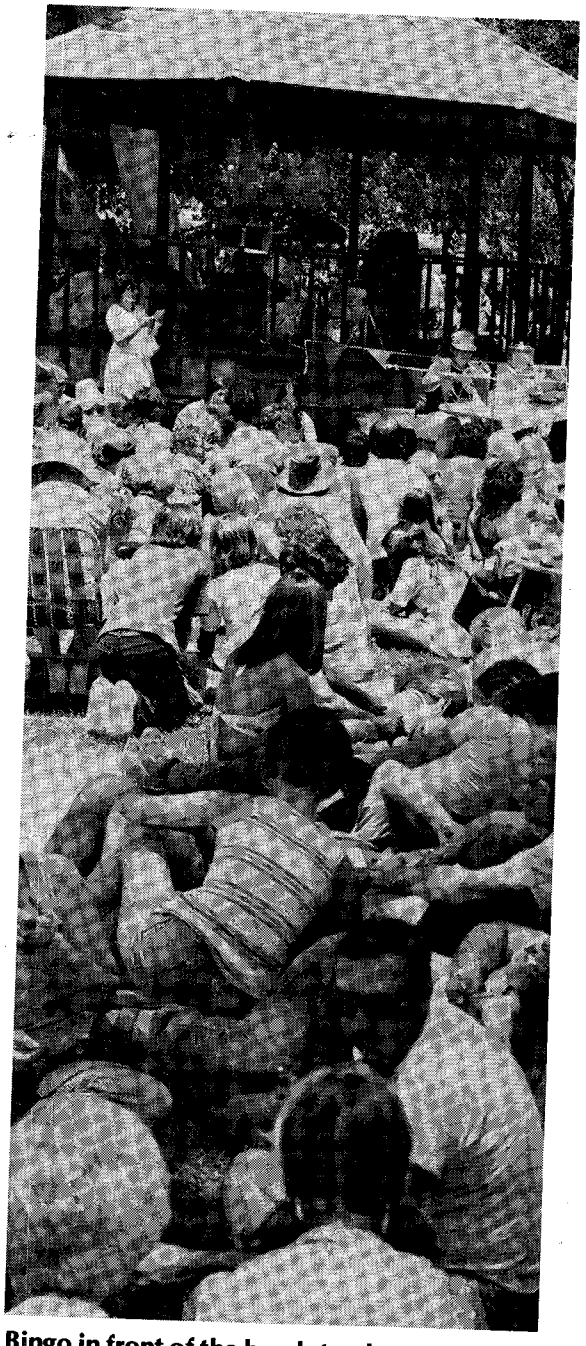
Day care for infants; first aid for the big kids



"The Frisbee Open"



The balloon clown is popular with kids.



Bingo in front of the band stand



Poster contest — and a great publicity idea

Popular feature film programming:
A dynamic concept in employee recreation

Whether one thinks of the motion picture in terms of sheer entertainment or cultural enrichment, it is clearly a valuable and versatile tool for the industrial recreation director.



by
Scott Lane

THE year-round exhibition of 16 mm entertainment films is one of the simplest methods of providing popular indoor recreation for employees. To many of those who are responsible for establishing and planning employee recreation activities, however, it may also be important that a program materially benefit the company. A feature film program has much to offer in this regard. For example:

1) Many companies find that a general, after hours, year-round feature film program, restricted to employees and their immediate families, encourages good will between the company and the employee family unit. The result is an atmosphere of harmony and increased company loyalty.

2) Companies which serialize feature films, showing them during employee lunch hours and thus breaking up the sometimes tedious work day, often observe a decrease in absenteeism and an increase in productivity.

3) An appropriately themed individual film selected for a special occasion will increase the prospects of satisfying the initial objectives of the occasion (holiday parties, roasts, etc.).

4) Organizations often use feature films to raise funds for a variety of different purposes, including the expansion of the employee recreation program itself.

In order to begin and maintain a feature film program which will be both rewarding and financially sound, there are three considerations which must be recognized:

Fundamentals of Renting and Exhibiting Films

Two of the most important and basic aspects of film programming are the fundamentals of renting and exhibiting the films. With respect to obtaining the actual product, it should be noted that feature films are rented, not sold. Inherent in the concept of renting is the element of time and its relationship to pricing. Films are usually rented on a "day rate" basis. If admission is charged, the rental fee usually represents a guarantee against 50% of the gross receipts. This means that any money which is taken in by the exhibitor as a direct result of showing a film — over and above twice the base rental fee of the film — must be divided equally between the exhibitor and the film rental company.

Films are usually sent via United Parcel Service or Special Delivery mail. Although films may be reserved by telephone, most orders must be written on the order form located in the back of the film rental catalogue or supplied by the film company. Orders should always be placed as early as possible prior to the desired playdate. Since films are always reserved on a "first-come, first-served" basis, those who decide on a given title at the last minute may find that the title is already booked for the date they wish. Many films, in fact, are reserved six to nine months in advance, so it is wise to plan your program early.

The actual exhibition of feature films must always be confined to the company's premises, with admission restricted to employees and their families. With this in mind, here are some suggestions which may aid the exhibitor:

1) Select a room or hall which is large enough, has adequate seating and where it is possible to control lighting in the event you wish to begin your program during the hours when it is still light outside.

2) Try to place the projector and screen as high as possible to assure that all will have a clear view.

3) When possible, try to place any separate speakers at the front of the room and where they may best be heard.

4) Always check the sound and lighting, and time elements.

Proper Programming and Promotion Techniques

In order to insure that your program will attract the greatest number of people, there are certain questions in programming and promotion which you should consider: "What will my audience like?" and "How may I best reach my potential audience?" Here are some suggestions which will help answer these questions:

1) The film program coordinator and committee should make every attempt to become aware of the potential audience's tastes and interests. Putting out a few "feelers" ahead of time will help you provide your audience with films to which they will be the most receptive.

2) A film's Rating may be a useful tool toward gaining insight into its appropriateness for a specific audience or occasion. (The "Rating" is a code established by the Motion Picture Association of America. This code is applied by a panel of psychologists, educators, and lawyers. A film is given the following symbols: "G" — suitable for General audiences; "PG" — Parental Guidance is suggested; "R" — theatrical admittance is Restricted to those seventeen years of age and older unless accompanied by an adult; "X" — theatrical admittance is restricted exclusivley to those seventeen years of age or older).

3) It is essential to determine the best time for exhibition, since this will have a direct effect on attendance. Plants located in rural areas, for example, may find that an evening film program is feasible, since many employees live within convenient driving distance of the facility and there may be little alternative evening entertainment available. Plants or companies located in metropolitan areas, however, may find a serialized lunchtime program will gain greater employee acceptance, since employees may commute and not wish to remain at the plant in the evening.

Much of the success of a feature film program, like any employee recreation activity, is dependent upon the proper promotion of the program. A method of communication should be established in order to reach completely the potential audience and make it aware of the date, time, place, and title of the exhibition. Here are some sample advertising tools:

1) company newsletter, paper, house organ, or activity brochure

2) a bulletin board or activities sign

3) posters, payroll stuffers or flyers which advertise a specific motion picture

Budgeting and financing your film program

For the majority of companies, the budgeting and financing of a feature film program presents only a minor obstacle. The expense of an exhibition is relatively small compared with the degree of employee participation. The cost of advertising the program is also a small expense. The total expenditure consists of the following:

1) film rental

2) projector and screen rental, if necessary

3) advertising and promotional costs — much of this may be defrayed through the use of promotional materials sometimes provided free with films or by the utilization of an in-house printing press

The above expenses may be covered in a variety of ways:

1) company funding

2) employee activity association funding

3) creation of a "Film Club" consisting of dues-paying members

4) an admission charge for each film

5) a combination of any of these methods

The success of feature film programming depends largely on the creativity and organization of the coordinator. The proven popularity of motion pictures, combined with the expenditure of little time and money for the activity, makes film programming highly attractive as an element of your total employee recreation program. □

Scott Lane is the Director of the Industry Entertainment Program for Warner Bros. Inc. A graduate of the School of Business of the University of Southern California, Lane began working for the WB while still in college. During the past three years he has worked closely with organizations for the programming of popular feature films as a recreational activity.

good things to read

Books

Rural Recreation in the Industrial World, by I.G. Simmons, 310 pages. Halsted Press, Div. of John Wiley & Sons, New York. This book discusses the shrinking availability of outdoor recreational areas in industrialized nations and discusses the efforts of public and private enterprise to salvage and develop carefully the remaining areas. Responses to the problem in North America, Japan, and Europe are described.

• • •

Structured Intramurals, by Francis M. Rokosz. 306 pages. W.B. Saunders Company, Philadelphia. The author is Director of Intramurals at Wichita State University in Wichita, Kansas. His book is designed to provide sports directors with organizational and administrative guidelines. The book covers problems of starting a new program, planning activities, developing regulations and playing schedules, recruiting officials, and publicizing sports tournaments.

• • •

Safety Education — Man, His Machines, and His Environment, by W. Wayne Worick. 288 pages. Prentice-Hall, Inc., Englewood Cliffs, NJ. The author is Professor and Coordinator of Health and Safety Education at Chicago State University. The book analyzes the causes of accidents in many settings: at home, on the road, at school, at play, and on the job. It discusses the entire situation in which an accident occurs and provides suggestions for reducing the risk of accidents.

• • •

Recreation Leadership and Supervision: Guidelines for Professional Development, by Richard G. Kraus, Ed.D. and Barabra J. Bates, Ed.D. 391 pages. W.B. Saunders Company, Philadelphia. The authors, both members of the Recreation Division of Lehman College in the City University of New York, intend this book to be used both as a basic college text and as a guide for recreation professionals. The book describes the various public and private institutions which provide recreation programs and the different kinds of people who participate in their programs. It also discusses the various methods of leadership used in recreation programs.

• • •

Principles of Association Management, 437 pages. American Society of Association Executives, Chamber of Commerce of the United States, both in Washington, D.C. The book covers such basics as building membership, motivating people, developing communications, conducting meetings, financing programs, handling public relations, understanding government regulations, and more. With a regular retail price of $20, the hard-bound text is available to NIRA members for $15. Contact NIRA headquarters.

in
ZAMBIA
we have some pretty lively museum pieces



They're on display in Livingstone's Maramba Cultural Centre, where Zambia's traditional life-style is preserved.

In this *living* museum, your clients will see woodcarvers, mask makers, potters and other craftsmen at work (they can even purchase the products they see being made) . . . they can hear skilled musicians create exciting rhythms . . . watch agile dancers interpret ancient legends . . . The Centre is just one highlight of a Zambia trip. Among others are some of Africa's largest and finest naturally stocked game reserves, unparalleled for their concentration, variety and abundance of wildlife . . . comfortable wilderness retreats for thrilling on-foot game-viewing . . . breathtaking new views of Victoria Falls from Knife Edge Bridge . . . river cruises on the mighty Zambezi . . . a progressive capital city, Lusaka . . . and much, much more!

Zambia in the Sun

For special clients seeking someplace special — make it Zambia.

ZAMBIA NATIONAL TOURIST BUREAU 150 East 58th Street New York, N.Y. 1002
(212) 758-9450

CIRCLE READER SERVICE CARD NO. 253

A new look at OSHA

As states take over administration of the Act

Editor's note: The Occupational Safety and Health Act of 1970 (OSHA) attempts, for the first time, to establish and enforce uniform federal on-the-job safety standards for workers throughout the country. Management, including recreation directors, is often unsure of its responsibilities under the Act. Walter Krawiec, a Chicago attorney, outlined the basic OSHA purpose and procedures before NIRA's 34th annual Conference and Exhibit last May. This summary is based on his remarks.

PRIOR to 1970, occupational safety and health standards were governed by a patchwork of rules and regulations. Some states provided reasonable protection to their workers. Others offered inadequate safeguards with little muscle behind them. Similarly, some employers enforced good voluntary regulations for the safety of their employees. Others paid little attention to such concerns. The U.S. Congress undertook the herculean task of unifying this hodge-podge of regulations into a single body of federal standards, so that every American worker could be assured some protection for his health and safety on the job.

Three major conflicts emerged immediately, as the law was drafted. First, was the seemingly endless array of details which had to be considered in protecting millions of workers. Secondly, of course, was the conflict between labor and management. Both had highly vested interests in the final form the law would take, and each was careful to impress upon the Legislature just how important its interests were. Third, was the serious question of federal versus states' rights in the administration and enforcement of the law. The law probably would not have passed at all, if the federalists had not compromised to allow entry of the states into the Act's administration.

When the Act was adopted, in July of 1970, it shifted a tremendous responsibility to employers. Many employers found it an awesome task to digest the original Act and to keep abreast of the continual influx of new rulings.

Of course, it would be impossible to give a full explanation of OSHA in a short article. The subject is voluminous. We'll attempt here simply to provide a basic explanation of what OSHA is, what it attempts to do, and how it works.

Administrative structure

The 1970 legislation created a new office, headed by an Assistant Secretary of Labor, to administer OSHA. The Secretary of Labor is responsible for promulgating the standards. The Secretary is also responsible for enforcing all OSHA standards, through a network of regional offices, staffed by inspectors. A three-member impartial commission reviews the Secretary's actions. Its members, appointed by the President with the consent of the Senate, are automous of the Secretary. It is their duty to determine if the Secretary is discharging his duties under OSHA and if employers have been wronged by OSHA rulings or citations. The Act also provides for a twelve-member committee to advise the Secretary of Labor on OSHA matters. Its appointed members are chosen to represent all concerned parties: management, labor, and the general public.

The three-member review commission may appoint judges who entertain complaints from employers and employees. Their actions are subject to review by the United States court system. Commission rulings may be appealed to the U.S. Court of Appeals for the district from which the complaint originates. Ultimate appeal is possible to the U.S. Supreme Court.

Mandates of the Act

The first mandate of the Act is the general duty of the employer to comply with the regulations and rulings of OSHA and its administrators. The employer must assure that all regulations have been fulfilled and that employees have been alerted to the importance of full cooperation. This does not mean, however, that

continued on following page

OSHA
continued

the employer is responsible for the irresponsible acts of employees. He *is* responsible for recognizing certain hazards. A "rule of reason" applies. An employer may be responsible for the results of serious safety or health hazards, even though there is no specific standard covering their particular circumstances.

The second mandate under OSHA is the promulgation of uniform standards by the Secretary of Labor. Horizontal standards apply to all sorts of businesses and industries. Proper construction of walkways and fire exits are typical examples. Vertical standards are specific to particular businesses or industries and deal with situations which are unique to them. Standards for machine design are typical of this group. All standards are published in the *Federal Register.*

Under the myriad of rules and regulations coming from OSHA, employers are anxious to discover just what they must do to comply. The federal government encourages employers to seek help in determining their responsibilities. If an employer asks an OSHA inspector to view his plant on consulting basis, however, the inspector is bound to report any violations he happens to observe. Naturally, this discourages employers from seeking the advice they need. It is advisable for an employer to visit the nearest OSHA office and keep his inquiries as hypothetical as possible. The purpose of the Act is to make work places as safe and healthful as possible, not to punish employers for failure, in good faith, to fulfill regulations. An inspector will not show up at your plant, simply because you have expressed concern about some areas in which you feel there may be a need for upgrading standards.

Inspections

Inspections come unannounced. In fact, anyone who forewarns an employer of an impending inspection may be subject to criminal prosecution. The penalty is meant to induce employers to maintain continuing safety programs, rather than build make-shift appearances for the benefit of inspectors. Some inspections, of course, must be arranged in advance, sometimes for the safety of the inspector himself — as in the case of industries using highly poisonous or volatile substances. Advanced notice may also be given so that employee representatives can be on hand to participate in the inspection.

Employers have the right to a pre-inspection conference. The inspector must announce his presence in the plant. Management may accompany him on his rounds and may take notes on his observations. Employees, too, have a right to be represented on the inspector's "walk-around". The employee representative(s) must be free to discuss any job-related safety or health problems with the inspector.

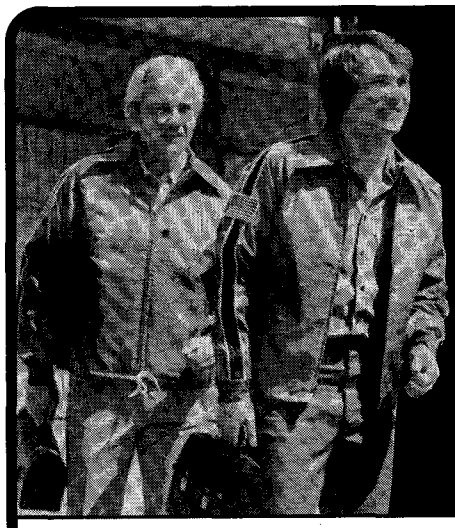
If any violations of OSHA rules or regulations are discovered, they may be discussed at the post-inspection conference. If there are violations, it is too late at this point to avoid a citation. Penalties, however, are not mandatory unless a violation is so serious that it may threaten employees with grave injury or death.

Citations are usually issued by area or regional directors and are served on the employer by certified mail. The citation must be specific. It must cite the regulation or rule violated. (If the violation appears to the inspector to pose imminent danger of serious injury or death to the employees, the inspector may issue a citation even if there is no specific regulatory violation.) The citation must also specify an abatement period. A penalty need not accompany the citation.

Frivolous citations may be successfully contested. Several have been overruled by commission reviews. Willful violations, on the other hand, are subject to criminal prosecution. In such cases, the Department of Labor Solicitor begins court proceedings.

Appeals

Standards or citations may see unreasonable. If any employe



A HORIZON SPORTS JACKET PROGRAM MEANS AS MUCH TO YOUR EMPLOYEES AS IT WILL TO YOUR COMPANY!

. . . and it can be financially self-supporting!

We make top quality identification sports jackets. More important, we'll tailor a total program for your employees as carefully as we tailor our jackets, and then handle every detail of running it, from concept to fulfillment. And it can be financially self-supporting. Company "I.D." jackets will be in demand by your employees — as morale boosters, they're attractive, appreciated, and affordable.

What's more, they provide solid company identification in your community. As a basic manufacturer, you'll have our total commitment that keeps the workload off your back. (Ask Chevrolet, Bendix, Penn Central, Owens-Illinois, or any other of our customers about that!) So write or call us today, and give our tailors a try.

NIRA

horizon sportswear, inc.

1 Ajax Drive, Suite C, Madison Heights, MI 48071 (313) 583-9141

CIRCLE READER SERVICE CARD NO. 254

facility already provides better safeguards than required by OSHA, the employer may obtain a variance of the standard. To do so, he must file a notice with the Secretary of Labor. The Secretary then puts machinery in motion to open hearings on the subject, to which management, employees, and OSHA officials are invited. If the employer can show that his safety precautions are superior to the OSHA standards, he may be granted a variance.

Complaints against penalties — may be filed within fifteen days after the penalty notice is received. Again, the complaint is filed with the Secretary of Labor who initiates a hearing.

In no case may an employer reject OSHA citations or penalties out of hand, even if he feels he can substantiate his opinion. The employer must follow the established hearing procedure.

States get into the Act

Under the 1970 law, the individual states may assume administration of the Act. To do so, they must submit a plan to the Secretary of Labor for review. Notice of the plan is published in the *Federal Register* for public inspection. Anyone may enter comments for or against it. (While the Department of Labor is reviewing a plan, it may grant the state temporary approval to administer OSHA within its borders.) State plans must be at least as effective as the existing OSHA guidelines. They must allow for administrative and enforcement bodies and enabling legislation to finance their operation.

Several state plans have already been approved by the federal government. For their first three years of "independence", the states are carefully monitored by federal OSHA authorities. Thereafter, they are subject to cancellation at any time if they fail to fulfill the responsibilities outlined in their plans.

Some states — including Ohio, Louisanna, Kansas, Nebraska, and South Dakota — never subscribed to the OSHA program and have surrendered responsibility entirely to federal authorities. Others — Pennsylvania, Georgia, North Dakota, New Hampshire, Montana, Mississippi, Texas, and Illinois among them — bowed out of the Act. Many states could not or would not participate in OSHA at the state level because they could not come up with the funds necessary, even with 50% of the bill covered by the federal government.

Implications for recreation

OSHA reaches into all aspects of business and industry. Often, the facilities used by employee clubs and recreation are an integral part of the physical plant. It is important that recreation directors acquaint themselves with those provisions of the law which most closely affect their work — not so much in fear of citation, but with concern for the welfare of the employees who work and play in their areas. □

If you'd like to read more about OSHA and its relation to recreation in future issues, please drop a note to the Editor. If interest is strong, we'll run more articles on the subject.

Manufacturers • Importers • Distributors

of

TOYS • INDUSTRIAL PREMIUMS • PARTY FAVORS • SPECIALTIES • BINGO EQUIPMENT & SUPPLIES

SHANKER

INDUSTRIES INC.

Dave Shanker
1640 SUPERIOR AVENUE
CLEVELAND, OHIO 44114
(216) 241-3817

CIRCLE READER SERVICE CARD NO. 255

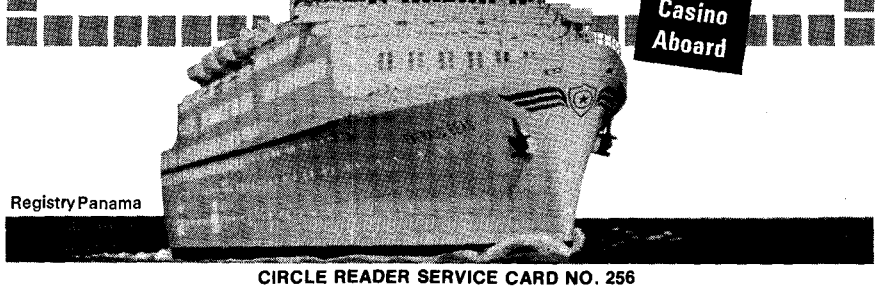
The Modern, Magnificent Convention Cruise pleaser!

Bahama/Caribbean Cruises from Florida with your choice of itineraries 3-4-7 nights or longer. Groups from 15 to 900. All at special rates.

SS EMERALD SEAS

EASTERN STEAMSHIP LINES INC.
General Sales Agents and Operators
P.O. Box 010882 Miami, Florida 33101
or call toll free Florida 800-432-9552—
Ala., Ga., La., Miss., N.C., S.C., Tenn., Ark., Del., D.C., Ind., Ky., Md., Ohio, Va., W.Va., Ill., Mo., N.J., Okla., Pa., Conn., Iowa, Mass., Mich., N.Y., R.I., Tex., 800-327-0271.
All other states
800-327-0201

Please send, without obligation, your Meeting Planner's Kit.
Approx. Number of Persons in the Group.....
Approx. Date of Meeting.....
Name.....
Title.....
Organization.....
Address.....
City.....
State.....Zip.....



CIRCLE READER SERVICE CARD NO. 256

Great Britain

for a Bicentennial look at the 'Motherland'

"COME home again; all is forgiven," says actor Robert Morley, in a recent series of travel advertisements for British Airways. The campaign is designed to lure Americans across the Atlantic for a look at the "Motherland" from which their country drew its basic institutions and many of its early settlers. The suggestion is a tempting one for many Americans. If your employee group is interested in travel abroad in the upcoming Bicentennial year, what better destination is there to consider than Great Britain?

The newly authorized One-stop inclusive Tour Charters (OTC's) make travel to Britain a real possibility for American groups on limited budgets. The tours offer basic round-trip air fares plus accomodations, transfers, and baggage handling, for stays of seven days or longer. Recreation clubs should be able to arrange fascinating one- or two-week tours which take best advantage of the multitude of historical and cultural interests on the island.

London

Historical London itself offers so much to see and do that a seven-day tour group could easily spend its entire time in and about the city.

"London" is actually composed of two cities and scores of villages. The two cities are "the City" and Westminster, the commercial and administrative centers of the nation, respectively. The position of "the City" was fixed by the Romans who conquered Britain in the First Century A.D.. Traces of the Roman occupation remain in "the City" and in Westminster.

"Big Ben" booms out the hours from atop its tower over the Houses of Parliament in London. Visitors may even have the chance to see the famous legislature in session. Close by are the twin towers of Westminster Abby, where English sovereigns since William the Conquerer have been crowned. St. Paul's Cathedral, one of the most famous cathedrals in the world, raises its massive dome over the city. On the banks of the Thames stands the Tower of London, prison and place of execution for many of the famous and infamous in England's past. Buckingham Palace, with its daily changing of the guard, is an anticipated stop on every London visitor's itinerary. Those who visit in June will be lucky to see the splendid ceremony of the Queen's Birthday Parade.

Shopping in the London area offers an abundance of delights — from sophisticated salons to intimate boutiques. Lively street markets open their stalls to shoppers, too. Some of the best known shopping streets in the world wind through London, including Oxford Street, Regent Street, Bond Street, Piccadilly, Kensington High Street, and King's Road.

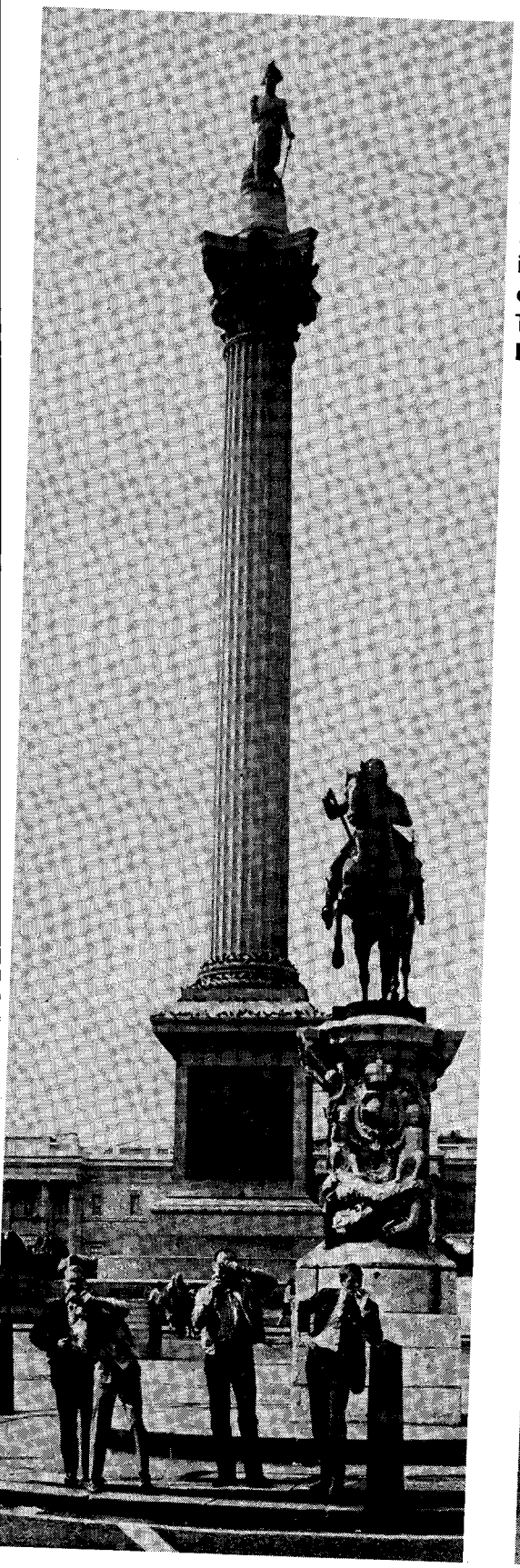
England is filled with architectural reminders of the British past. Today, visitors may walk through 17th and 18th Century country homes, now surrounded by London's suburbs. The cost for touring the homes is nominal.

London is lovely for the walking tourist, especially in the spring and summer months, when the city's numerous parks are at their most pleasant. St. James Park, with its fine view of Buckingham Palace, surrounds a beautiful lake. Hyde Park hosts horse riders and the famous Speaker's Corner. Regent's Park, with its 19th-Century terraces, is the home of the London Zoo and the Open-air Theatre.

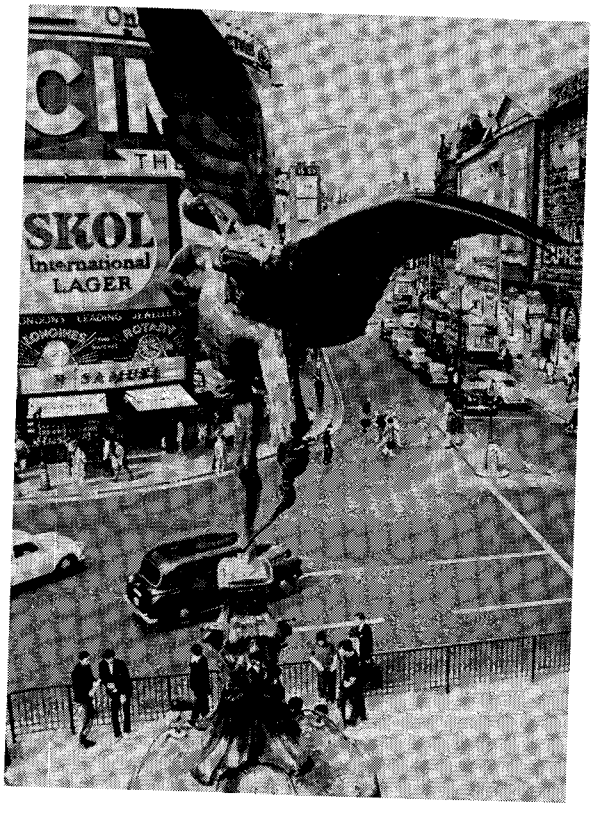
The best way to meet the people of London is to visit one of the city's 6,000 pubs. American visitors often delight in the warm atmosphere of the pubs, where food, drink, and friendly conversation abound. Pubs offer some of the most reasonable meals to be found in the city.

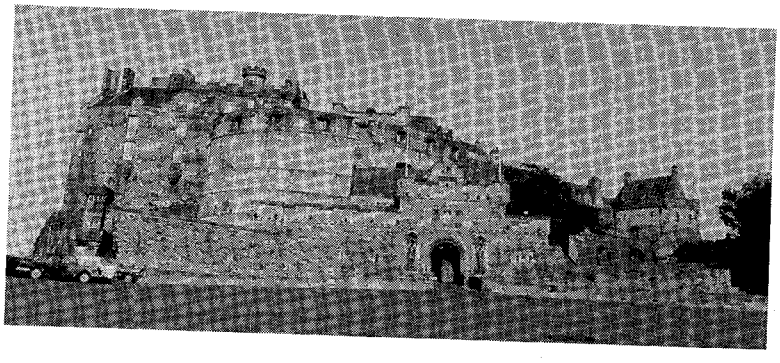
For many visitors to London, theatre is *the* attraction. Those who stand in Trafalger Square are within a quarter-mile of more than half of London's 50 or so live theatres. Most travel groups will want to schedule at least one theatre outing for their stay in London. Individual members of the tour may want to spend more of their time enjoying live performances. Tickets are surprisingly inexpensive and are often available to patrons who stop in for an impromptu evening at the theatre.

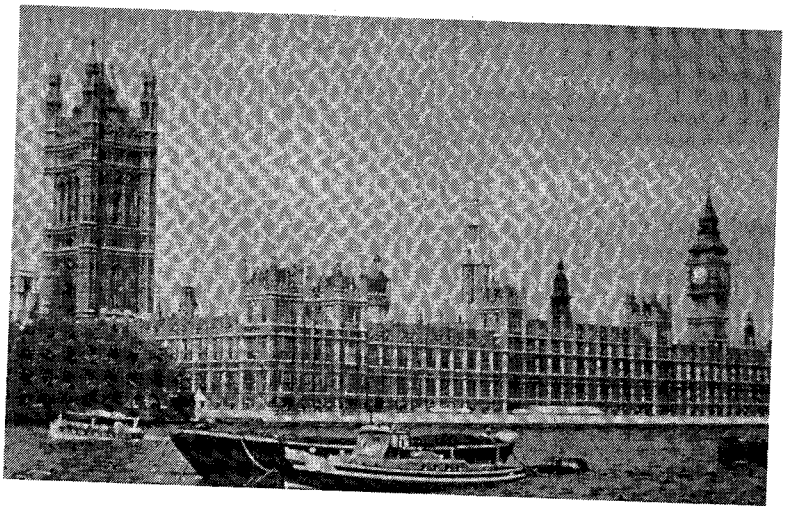
continued on page 34



Clockwise from left: Nelson's Column marks London's Trafalgar Square; Eros, the God of Love, watches over Picadilly; Scotland is dotted with old castles; the Thames flows past Parliament.







London excursions

London excursions

Brief, inexpensive excursions are an excellent option to include in a London tour. A day-trip to Winsdor is only 90 minutes by rail from London. Participants can visit Windsor Castle, St. George's Chapel and the treasures they hold. On the same outing, they may visit the famous school at Eaton and the Palace at Hampton Court.

Stratford-on-Avon is also high on the foreign visitor's list of "must" sees. A one- or two-day tour to Oxford and Shakespeare country can take visitors through beautiful towns on the shores of the Thames, including the centuries-old seat of higher learning at Oxford. Stratford-on-Avon, northwest of Oxford, opens the Shakespeare Memorial Theatre for performances of the Bard's plays during the summer months. The town also opens the birthplaces of Shakespeare and Anne Hathaway as well as other town buildings, for visitors to explore.

Southwest of London lies Salisbury and the mysterious Stonehenge, with its prehistoric stone monoliths still rising from the Wiltshire soil. Closer to London, at Avebury, lie the still-unexplained stone circles also left behind by prehistoric people. South of London, the famous sea resort of Brighton still draws summer crowds of bathers and sun worshipers, as it has for generations. North and to the east is Canterbury, heart of the Church of England. There, in 597, St. Augustine introduced Christianity to England. There, too, in 1170, Thomas Becket was murdered in its magnificent Gothic cathedral.

North to Scotland

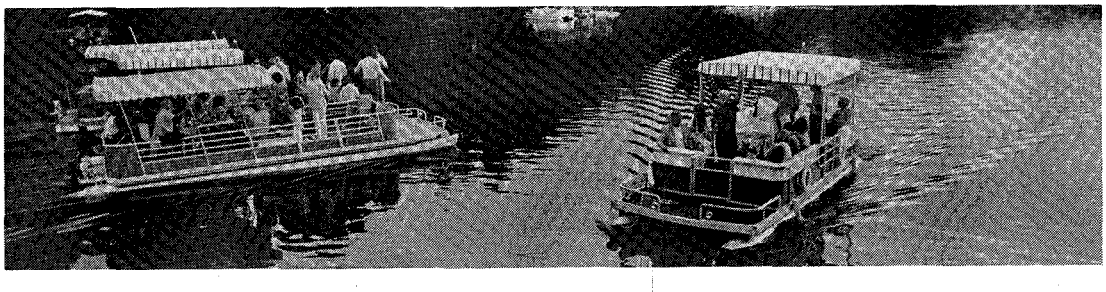
Tourists who have a couple of weeks to devote to the island of Great Britain will enjoy a tour north of London. Those who travel north will pass the town of Boston, after which the American colonists named their port in Massachusetts. East of Boston lies Nottingham and the Sherwood Forest haunts of Robin Hood. North lies Yorkshire, with the bleak, rolling moors that inspired the Brontë sisters. Still farther north, the 73½-mile long Hadrian's Wall still stretches across the island of Great Britain. Completed in 126 A.D., the wall was raised to protect the frontier of the existing Roman administration.

Scotland

Not far north of Hadrian's Wall lies Scotland, long separate from England, and still proudly independent.

ELECTRIC POWERED BOATS

Quiet, Non-polluting, Energy Saving, Safe & Easy to Operate



- POWERFUL TOUR BOATS UP TO 40' LONG
- PARK RENTAL BOATS 15' TO 20' LONG
- PLEASURE BOAT MODELS FOR PRIVATE USE
- BOATS FOR THE HANDICAPPED OR SENIOR CITIZENS
- VANTAGE ELECTRIC MOTOR SYSTEM IN KIT FORM

VANTAGE

(703) 256-4855
VANTAGE BOATS
6332 Lakeview Drive, Falls Church, Va. 22041

CIRCLE READER SERVICE CARD NO. 257

At Edinburgh, the "capital" of Scotland, stands the Palace of Holyroodhouse, the official home of the Queen of Scotland. Probably its most famous resident was Mary, Queen of Scots. Even more famous, the Castle of Edinbrugh has dominated the city since before the Seventh Century. Also in southern Scotland is Alloway, where poet Robert Burns was born in 1759.

East of Edinburgh is Glasgow, commercial capital of Scotland. A short drive from Glasgow, lovers *may* meet again "on the bonnie, bonnie shores of Loch Lomond." Northeast of Glasgow, at Perth, visitors may tour the ancient Scone Palace, where Scottish kings were crowned. There, too, the Dewers blending and bottling plant seals 300,000 bottles of Scotch whiskey each day. Even farther north, near Aberdeen, is St. Andrews, the old university and seaside city where golf was born. Northwest of Aberdeen, near Iverness, the curious may scan the waters of Loch Ness for a glimpse of the famous "monster".

The Lake District and Wales

Tourists who travel south out of Scotland along the western portion of Great Britain will roll through the Lake District, famous for its lovely inland waterways. South, in the rugged Peak district, hardy tourists may want to trudge the heather-covered hills for a first-hand look at some of the wilder English countryside.

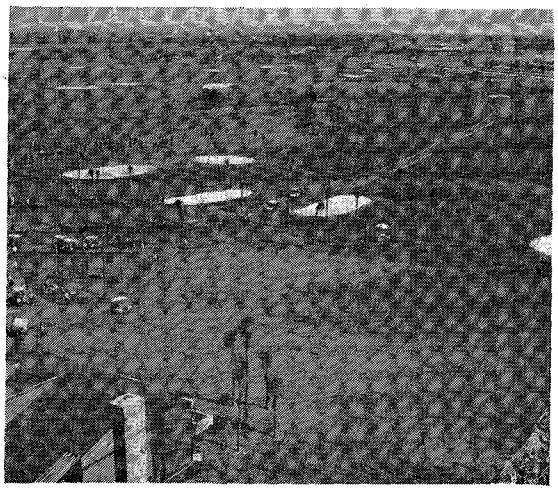
South of the industrial cities of Liverpool and Manchester is the thin vertical strip of land called the Welsh Marches — a sort of buffer between England and the still unique Wales. West of the Marches lies the old haven of the early Celts. The country's name, in fact, comes from the Anglo-Saxon word, *wealhas,* or foreigners. The old Celtic language is still spoken in Wales where it colors the natives' English as well. Seaside resorts offer relaxation and the country's pubs offer hospitality and plenty of singing. Nearly 100 castles still stand in the Welsh countryside, ready for exploration. Roman ruins and Cathedrals are also open for tourists, as are abbeys that date from the 11th and 12th Centuries.

In planning a group tour of Great Britain, the recreation director should determine which elements of the island his or her group most wants to see. Some groups may want to stay near London and enjoy the theatre and shops there. Others may want to see the countryside and take in the historic sights of Scotland and Wales. A good agent will be able to suggest various approaches to the island and develop the kind of tour your group wants.

Special thanks to Brittish Airways' representatives Helen P. Mohan in New York and David Graeme in Chicago for providing background material and photos for this month's Travel Spotlight.

For more information on group travel to Great Britain, circle reader service card no. 5

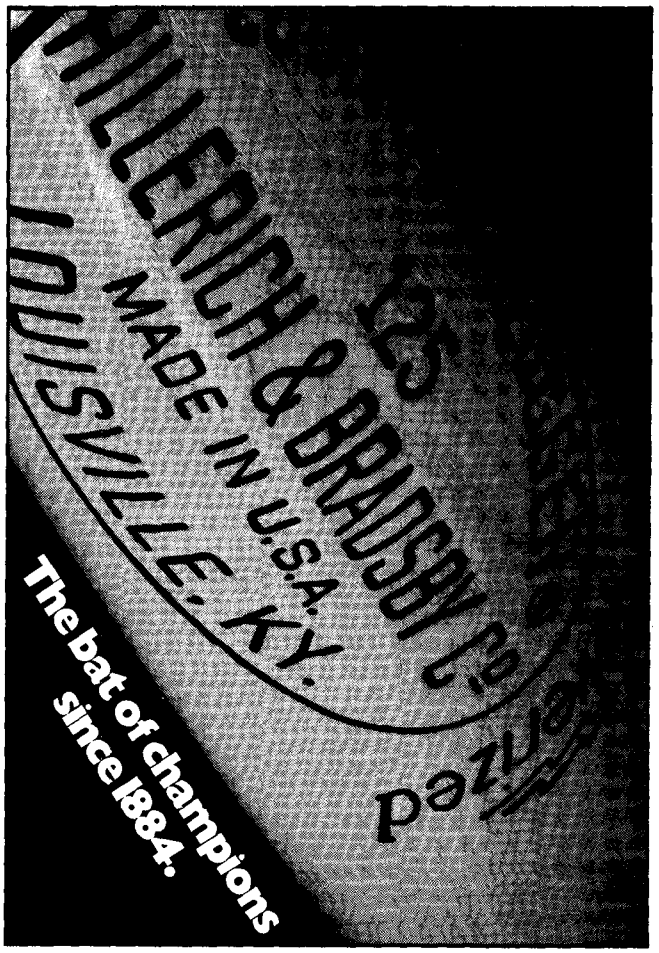
THE TOTAL RESORT



Tampa Airport Resort Golf & Racquet Club is Florida West Coast's new & unique "Commercial in-town resort" offering a full range of resort facilities while still providing an ideal location for the business traveler. The Resort offers a par 72, eighteen hole championship golf course and 13 Hard-Tru, lighted tennis courts, complete with Club house and Pro Shops. Convention, meeting and banquet facilities available for groups of 12-300. Three dining rooms and Brown Derby Lounge provide atmosphere and variety for even the most discriminating tastes. Package tours available for golf and tennis beginning at $55.00 per person double occupancy.

For further information, write or call: 813-877-6131 or 2222 N. Westshore, Tampa, 33607

CIRCLE READER SERVICE CARD NO. 258



CIRCLE READER SERVICE CARD NO. 259

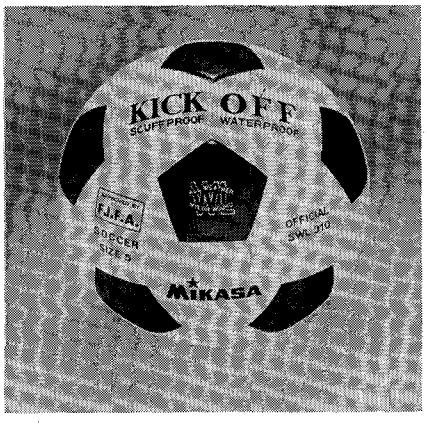
new products



Rubber floor surface

Used in the Olympic buildings in Munich, this floor covering is designed for long wear, safety, elasticity, water and fire resistance, and permanent germ retarding properties. Manufactured in 100x100cm squares, the rubber flooring is available in eight distinctive colors, plus four special swimming pool shades. Two pattern profiles. Made in W. Germany. Available for shipping directly from stock.

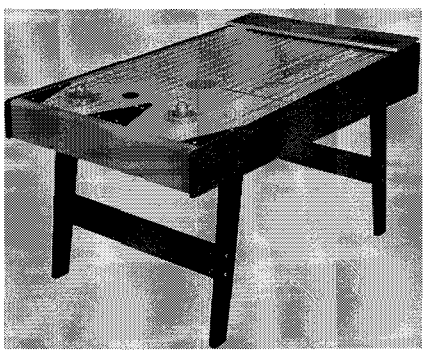
CIRCLE READER SERVICE CARD NO. 220



Synthetic Soccerball

The International Football Federation has approved this new synthetic leather covered soccer ball for official league and tournament play. The manufacturer assures this ball will outperform leather balls by 300%. Waterproof — will not pick-up weight from a wet playing field. Available in sizes 5, 4, and 3. Same manufacturer makes leather and rubber models.

CIRCLE READER SERVICE CARD NO. 221



Air table game

This forced-air game table uses a puck which slides almost friction-free over a surface filled with tiny air holes. A powerful blower under the surface forces air up through the playing surface. Players swat the puck back and forth with hand-held "goalies". A goal is scored when the puck slips into the opponent's goal slot.

CIRCLE READER SERVICE CARD NO. 223



"Tac Grip" towel

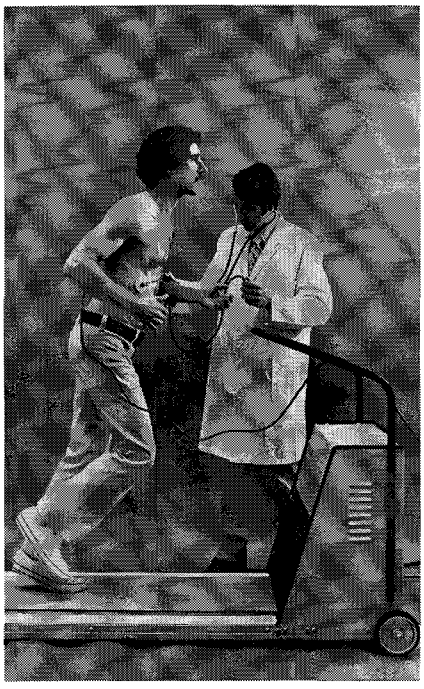
This all-purpose towel improves the gripping ability of hands during sports activities. It "weather proofs" hands by transfering an invisible film to the skin. Does not leave a residue on athletic equipment. Further information available from the manufacturer.

CIRCLE READER SERVICE CARD NO. 224

Money Converter →

This floating-rate scale can be set to the precise exchange rate for any currency. The scale then provides the traveler with the prevailing exchange rate. No matter how frequently the rate changes or how many currencies the traveler uses in the course of a trip, the pocket-size conversion scale can be reset to give instant up-to-date information. Supplies readings up to $1,000.

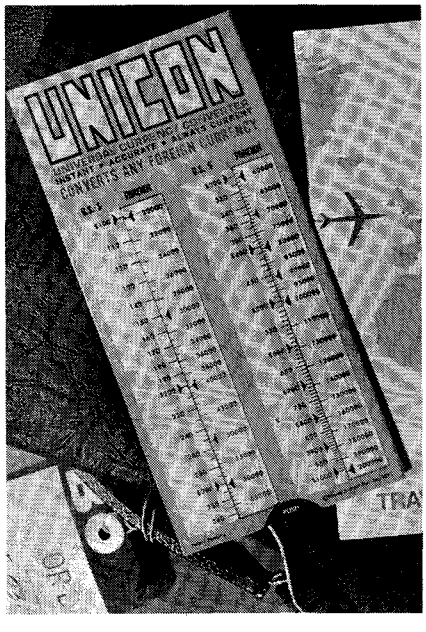
CIRCLE READER SERVICE CARD NO. 226

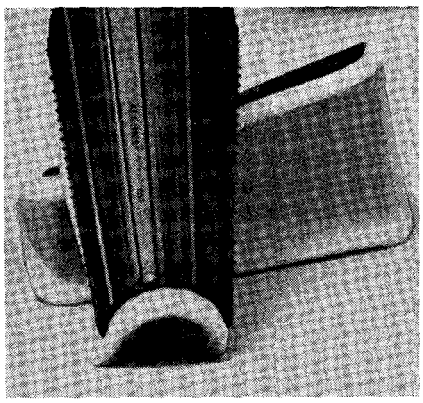


Remote-control treadmills

Two models of treadmills. Both are motor-driven and can be remotely controlled from a console. The console contains an electrocardiograph, a digital heartrate meter, and a non-fade ECG monitor. All components of the system are designed for a life expectancy in excess of 10,000 hours. Easy to maintain, with no special tools or mechanical knowledge necessary.

CIRCLE READER SERVICE CARD NO. 227

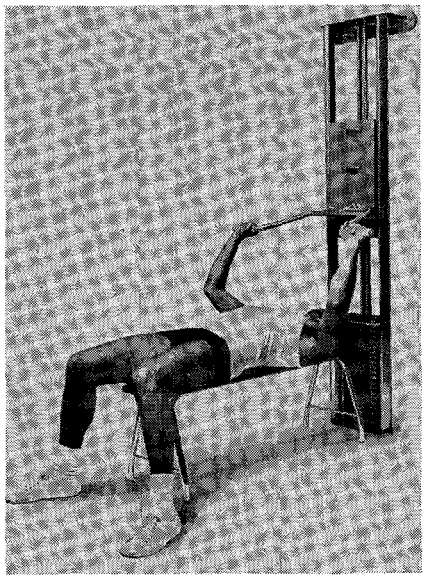




Polypropylene shin guards

Designed for professional and school players, these soccer and hockey shin guards are so inexpensive, they may well be used for general recreational and children's play as well. Made in two sizes — one for those under 15 years, another for those older — the guards weigh 2 oz. at the most. They fit inside a player's socks and adhere to the shin like hinges, with tiny prongs along the perimeter to help hold up socks. Suggested retail price: $3.50/pair.

CIRCLE READER SERVICE CARD NO. 222



17-exercise station

This multi-purpose piece of exercise equipment is essentially a replacement for the barbell — with many of its advantages and none of its disadvantages. Six-way adjustable lifting arm allows a variety of exercises for people of different heights. Unlike a barbell, this exerciser may change weights instantly. The weights stay inside the mechanism, without the danger of falling. Weights available from 140 to 460 pounds.

CIRCLE READER SERVICE CARD NO. 225



Odor eliminator

This spray is formulated to eliminate sweat odor and perspiration rot in leather, plastic, cotton, wool, and synthetic fibers. According to the manufacturer, the spray neutralizes perspiration by combining chemically with the odor-producing molecules, rendering them inert. May also be helpful in freshening clothing after periods of storage.

CIRCLE READER SERVICE CARD NO. 228

Riding mower ——→

One of a full line of riding mowers newly introduced by this manufacturer. The system adapts for several attachments: mower, snow blower, and dozer blade. The 8 hp. system comes in three models. One has a standard manual start, the other two offer electric starts. Transaxle drive on two of the models is designed to give exceptional traction, power, and reliability. Three-speed transmissions.

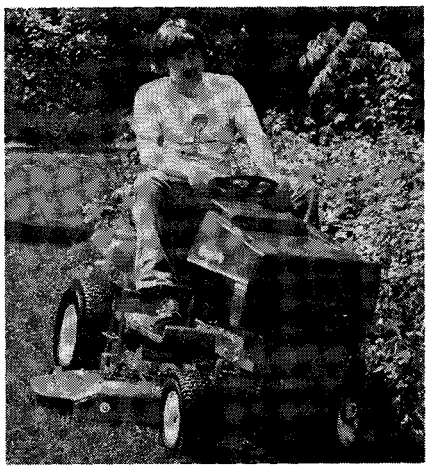
CIRCLE READER SERVICE CARD NO. 229

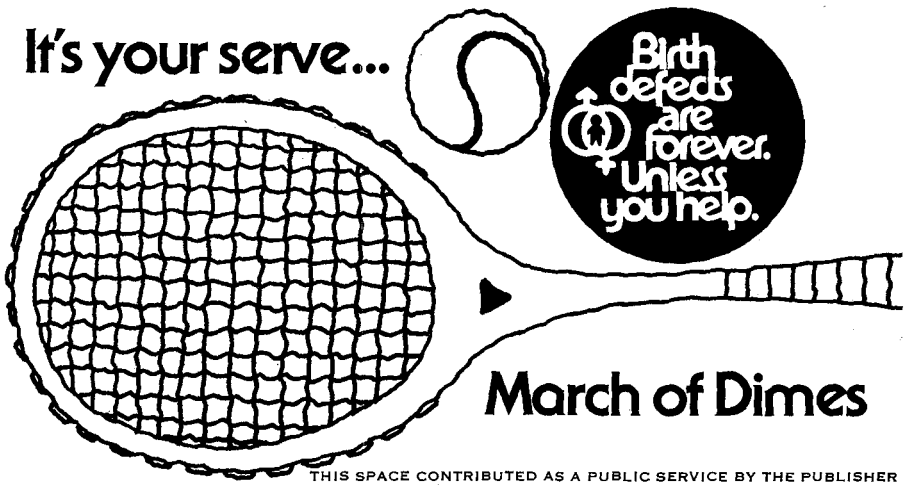


Insulating window film

This do-it-yourself window insulation reduces heat loss in winter and heat absorbtion in summer. By reflecting up to 97% of the sun's untraviolet rays, the film also protects carpets, draperies, and furniture from color fading. No special adhesive or tools are needed for application. The silver transparent film installs easily in a matter of minutes — and is reusable. Available in three dimensions.

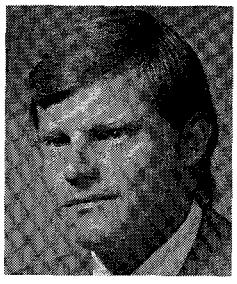
CIRCLE READER SERVICE CARD NO. 230





THIS SPACE CONTRIBUTED AS A PUBLIC SERVICE BY THE PUBLISHER

Hand ball: have you considered one-wall courts?



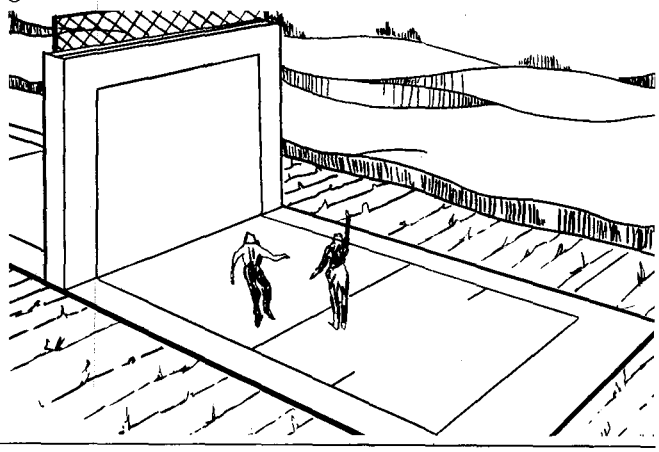
by Anthony W. Kotz
Kotz & Schneider
Land and Recreation
Planning & Design
Syracuse, N.Y.

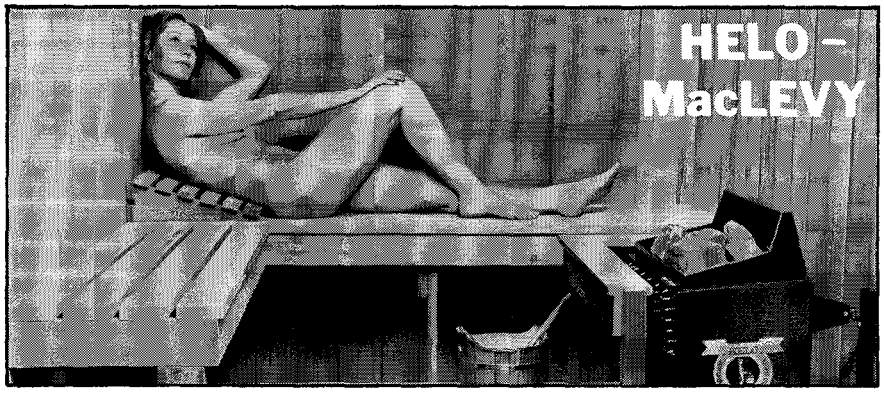
ALTHOUGH handball has been played in this country for nearly a century, not until recently has this fast paced sport's true potential been realized. Indoor four-wall courts are very popular. A one-wall outdoor court, however, can provide an equally fast paced game for two to four players.

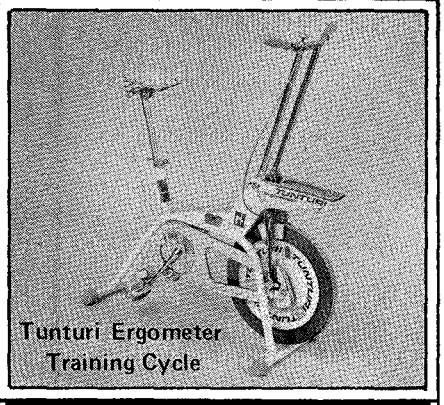
A one-wall handball court requires a wall with a playing area of 20 feet wide by 16 feet high. A wall 26 feet wide and 20 feet high allows rebound space beyond the side lines and at the top to keep the ball in play. If the wall is less than 20 feet high, I suggest a 3 to 4 foot high chain link fence or similar barrier along the top of the wall. Outdoor walls are often built to allow play on both sides of the wall. Reinforced concrete requires little maintenance. However, properly constructed and maintained wooden walls can be quite satisfactory.

The "floor", or playing surface, should be as wide as the wall and 40 feet in length to allow clear space beyond the 20 x 34-foot court area. While asphalt paving has been successfully used, a concrete surface pitched away from the wall at 1/8" per foot will provide accurate bounce and adequate drainage.

Handball courts may not only create new enthusiasts for this exciting game, but can also offer many opportunities for other uses. A handball wall makes a good tennis practice board, for example, if placed near tennis courts and can be used for practicing squash and other games.







MORE AND MORE INDUSTRIAL COMPANIES ARE INCLUDING SAUNA ROOMS in their Executive and Employees Fitness Facilities. We offer Prefabricated Sauna Rooms with Authentic Finnish "Helo" Heaters that can be installed anywhere . . . all sizes. Helo offers the widest selection of superb U.L. tested Heaters in the USA, (5 yr. Warranty). Authentic Finnish "Kono" Rocks for controlled heat, Automatic control panels, Hand Rubbed Redwood Rooms, Custom Built or Prefab . . . All at low prices. Heaters and Accessories are available for separate purchase. FREE, Sauna Room Building Plans are available.

SHOWROOM • 92-21 Corona Ave., Elmhurst, N.Y. City, N.Y. 11373 • Tel: (212) 592-6550

HELO - MacLEVY is the World's largest manufacturer of Exercise, Physical Fitness, Whirlpool and Steam Room Equipment.

OUR BUSINESS IS EQUIPPING . . .

For Executive and Employee Fitness Facilities, Stress Testing Units, Health Clubs, Gyms

MacLEVY Since 1893 is Principal Supplier to Industrial Organizations, Motels, Hotels, Health Clubs, Spas and YMCA's & U.S. Government Installations around the world.

CUSTOM "BLUEPRINT" PLANNING SERVICE, FREE, CONFORMING TO YOUR SPACE, USAGE AND BUDGET.

Clip and Return Coupon Today For Complete Information. For Fast Action Call Collect (212) 592-6550

I am interested in: ☐ SAUNA ROOMS ☐ SAUNA HEATERS ☐ OTHER _____ Rec.

Your Name _____ Title _____

Company _____ Tel. _____ Incl. Area Code

Address _____

City _____ State _____ Zip _____

CIRCLE READER SERVICE CARD NO. 260

Discount Tickets and Merchandise $200 million annual business See the report in February's RM



1976 Buyer's Guide and Service Directory

- Apparel
- Equipment
- Facilities
- Hotels and Resorts
- Merchandise
- Prizes and Trophies
- Professional Services
- Sporting Goods
- Theme Parks
- Travel Services
- Over 200 listings

This year's Buyer's Guide is bigger than any previous edition. We have so many listings, in fact, that we've exceeded the numbers on the regular Reader Service Card. If you would like information about one of the goods or services listed here with a number higher than 205, just write the number on your Reader Service Card and send it to us, as usual.

VARIED GOODS AND SERVICES

Arts & Crafts/ Hobbies & Games

GARRETT WADE COMPANY
302 Fifth Avenue
New York, New York 10028
Phone (212) 695-3358
Garretson W. Chinn
President
Woodworking hobby supplies.
CIRCLE READER SERVICE CARD NO. 6

Bicentennial Items

ACE FLAG & PENNANT FACTORY
224 Haddon Rd.
Woodmere, Long Island, New York 11598
Phone (516) 295-2218
Walt Sterling, President
Flags, pennants, banners, decorations, flag poles, accessories, arm bands, celluloid buttons, namecard holders, plastic imprinted advertising specialties, shopping bags, auto bumper labels, awards, hats, & caps, letters, decals, emblems, T-shirts, ribbons, sweat shirts, neckties, gym wear, color slides and post cards. 7 days; 24 hours.
CIRCLE READER SERVICE CARD NO. 7

Entertainment

ICE CAPADES, INC.
6121 Santa Monica Blvd.
Hollywood, California 90038
Phone (213) 469-2767 exts. 3 & 4
Liz Osburn
CIRCLE READER SERVICE CARD NO. 8

MADISON SQUARE GARDEN
4 Pennsylvania Plaza
New York, New York 10001
Phone (212) 563-8080
Carol T. Herold
Director of Group Sales
World's largest sports and entertainment center. Special group arrangements for most events as well as group tours of the facility.
CIRCLE READER SERVICE CARD NO. 9

Facility Planners/ Professional Services

HUGH G. GOLDSMITH & ASSOCIATES, INC.
DE HART, LANDS & HALL
512 Lyon Building
Seattle, Washington 98104
Phone (206) 622-1080/ 682-1925
CIRCLE READER SERVICE CARD NO. 218
LISTING APPEARS ON PAGE 63

KOTZ AND SCHNEIDER
Land & Recreation Planning & Design
One Mony Plaza
Syracuse, New York 13202
Phone (315) 475-4157
Anthony W. Kotz
Site selection, analysis, feasibility studies, master planning, design of recreational facilities, and consultation.
CIRCLE READER SERVICE CARD NO. 12
LISTING APPEARS ON PAGE 63

PAVEMENT MARKING SERVICE
Bakerstown, Pennsylvania 15007
Phone (412) 443-3754
F. H. Heberling, P. E., Owner
Track marking plan. All weather quarter-mile track design, showing all events with distances and colors. Lay-out and striping.
CIRCLE READER SERVICE CARD NO. 13

TPA SERVICES
100 Broadway
North Haven, Connecticut 06473
Phone (203) 239-5671
CIRCLE READER SERVICE CARD NO. 219
LISTING APPEARS ON PAGE 63

Film Rentals

ATHLETIC INSTITUTE
705 Merchandise Mart
Chicago, Illinois 60654
Phone (312) 644-3020
Robert M. Campbell
Marketing Director

Producers and distributors of a complete library of self-help sound educational films and publications, designed to teach people how to play all 25 major sports. Free catalog upon request.
CIRCLE READER SERVICE CARD NO. 14

AUDIO BRANDON FILMS, INC.
34 MacQuesten Parkway South
Mt. Vernon, New York 10550
Phone (914) 664-5051
Robert Edelstein
Director of Promotion

Great films for rental in 16 mm: features, shorts, recent hits, all-time classics. Reasonable rates; excellent service; offices around the country. Free 440-page catalog!
CIRCLE READER SERVICE CARD NO. 15

CINEMA CONCEPTS, INC.
91 Main Street
Chester, Connecticut 06412
Phone (203) 526-9513
Joel G. Jacobson
President

Rental of 16 mm entertainment films. Also sell in 8 mm, Super 8, 16 mm, Super 8 cartridge and video-cassette. Everything from comedy shorts to full-length feature films. Specify rental or sale.
CIRCLE READER SERVICE CARD NO. 16

FILMS INCORPORATED
1144 Wilmette Avenue
Wilmette, Illinois 60091
Phone (312) 256-4730
Nelle Watts
Sales Promotion

Country's largest distributor of 16 mm non-theatrical feature films from Hollywood's leading producers, ranging from silent classics like "The Wind" to today's "Godfather II" and "The Four Musketeers."
CIRCLE READER SERVICE CARD NO. 17

9200 FILM CENTER
Post Office Box 1113
Minneapolis, Minnesota 55440
Phone (612) 540-3169
Kurt Steensland
Business Supervisor

Free-loan and rental films. Write for free catalog and information on availability of titles. Distributors and producers of entertainment/educational/inspirational films.
CIRCLE READER SERVICE CARD NO. 18

RBC FILMS
933 North LaBrea Avenue
Los Angeles, California 90038
Phone (213) 874-5050
Robert Caminiti
Vice-President

Rental of Charlie Chaplin feature films: "Modern Times," "The Gold Rush," etc. Plus fine films such as "Easy Rider," "Five Easy Pieces," "Hearts and Minds," Chaplin short comedies for sale.
CIRCLE READER SERVICE CARD NO. 19

ROAS FILMS
1696 N. Astor Street
Milwaukee, Wisconsin 53202
Phone (414) 271-0861
Julie Ziniger
CIRCLE READER SERVICE CARD NO. 217
AD APPEARS ON PAGE 5

WARNER BROS., INC.
4000 Warner Blvd.
Burbank, California 91522
Phone (213) 843-6000
R. G. Burriss, Jr.
Director of Services

Rental of current feature films in 16 mm and 35 mm.
CIRCLE READER SERVICE CARD NO. 20

Foods/Vending/Beverages

GOLD MEDAL PRODUCTS COMPANY
1823-33 Freeman Avenue
Cincinnati, Ohio 45214
Phone (513) 381-1313
Nelson E. Drummond
Marketing Manager & Advertising Manager

A complete line of concession snack bar equipment, including popcorn machines, sno-kone, cotton candy, cold drink, hot dog, and bar-B-que machines. Profits 60-75% by following our concepts.
CIRCLE READER SERVICE CARD NO. 21

HICKORY FARMS OF OHIO
1021 N. Reynolds Road
Toledo, Ohio 43615
Phone (419) 535-1491
Clifford A. Johnston
Special Sales Representative
Specialty foods.
CIRCLE READER SERVICE CARD NO. 10

KENTUCKY FRIED CHICKEN
Catering Service
505 Mitchell Avenue
Mattydale, New York 13211
Robert E. Kelly
District Catering Sales Manager
CIRCLE READER SERVICE CARD NO. 11

NATIONAL PORTION CONTROL
3001 W. Cornelia
Chicago, Illinois 60618
Phone (312) 463-1100
John Thome
Marketing Analyst
National manufacturer of frozen prepared entrees, hamburger patties, portioned desserts, and individual type "A" meals.
CIRCLE READER SERVICE CARD NO. 22

Land Sales

JOHNSTON LAND COMPANY
Box 1176
Leesburg, Virginia 22075
Phone (703) 777-3873
John Allen Johnston
Vice President
Recreational & development land, such as 18-hole PGA course/clubhouse — Central Virginia; 18-hole PGA course/clubhouse/courts/pools/7 lakes/homesites — Balto/Washington, D.C. area; 900 acres/Lakes-Northern Virginia.
CIRCLE READER SERVICE CARD NO. 23
AD APPEARS ON PAGE 2

Merchandise for Company Stores or Resale

BENRUS CORPORATION
Benrus Center
Ridgefield, Connecticut 06877
Phone (800) 243-9990
Eliot Morrison
Director of Marketing
Direct from manufacturer to company purchasing plan provides more buying power. Complete list of mechanical and solid state watches.
CIRCLE READER SERVICE CARD NO. 24

CHAMPION PRODUCTS, INC.
115 College Avenue
Rochester, New York 14603
Phone (716) 271-2235
Craig Leach
Advertising Manager
Athletic and sports wear. T-shirts, sweatshirts, jackets, tennis and golf apparel, socks, warm-ups, jogging suits. Full range of colors and styles. Custom designs.
CIRCLE READER SERVICE CARD NO. 25

CYTON INDUSTRIES, INC.
208 Centerville Road
Lancaster, Pennsylvania 17603
Phone (717) 397-7534
Robert J. Stumpf
National Sales Coordinator
Golf Clubs personalized with company logo and name. Patio Pool night flying insect trap. Energy saving unit, industrial strength home vacuum cleaners.
CIRCLE READER SERVICE CARD NO. 26

NEW ENGLAND ART PUBLISHERS, INC.
10 Railroad Street
North Abington, Massachusetts 02351
Phone (617) 878-5152
James J. Harkins
Sales Manager
The world's most beautiful personalized deluxe Christmas cards of the highest quality and designs. "Designed for particular people." Serving recreation and employee clubs for over 25 years. Guaranteed programs.
CIRCLE READER SERVICE CARD NO. 27

OLIVETTI CORPORATION
500 Park Avenue
New York, New York 10022
Phone (212) 371-5500
Marion Baker
National Sales Manager
CIRCLE READER SERVICE CARD NO. 28

REVLON INCORPORATED
767 Fifth Avenue
New York, New York 10022
Phone (212) 758-5000
S. B. Parkoff
Director

Cosmetic, fragrance and toiletry products for employee sales and gift programs. Featured in our fine line of fragrances are Norell, Replique, Moon Drops, Intimate; and Revlon, Etherea, and Ultima Cosmetics.
CIRCLE READER SERVICE CARD NO. 29

S. A. PECK & COMPANY
Vanity Fair Diamonds
55 E. Washington St., Room 539
Chicago, Illinois 60602
Phone (312) FR2-0300
Mr. L. Lee
Direct diamond importers and manufacturers for over 50 years of diamond jewelry with guaranteed savings of as much as 50% less than the retail price. Free catalogue on request.
CIRCLE READER SERVICE CARD NO. 30.

TECHNICOLOR, INC.
6311 Romaine Street
Hollywood, California 90038
Phone (213) 843-7400
Lee Coscino
Director, CCC Program
Discount film processing.
CIRCLE READER SERVICE CARD NO. 31.

WEBSTER DICTIONARY COMPANY, INC.
The Penthouse
141 Davisville Ave.
Toronto, Ontario M4S 1G7
Phone (416) 489-3580
John P. Hoskins
President
Don't let your employees pay door-to-door prices. For group buying power prices on dictionaries, encyclopedias, cook books, Bibles, medical books, children's encyclopedias; contact Webster.
CIRCLE READER SERVICE CARD NO. 32
AD APPEARS ON PAGE 9

Physical Fitness Equipment

EXER-GENIE, INC.
P. O. Box 3320
Fullerton, California 92634
Phone (714) 870-8840
E. E. Halkesvick
President
Physical conditioning and exercise equipment. Convenient, effective fitness devices for individual or group workouts. Budget priced. Use at home, office, gym or in travel. Write for information.
CIRCLE READER SERVICE CARD NO. 33

FITNESS FINDERS
178 E. Harmony
Spring Arbor, Michigan 49283
Phone (517) 750-4131
Charles T. Kuntzleman
President
National consultant to train company personnel in fitness programming. Also available for fitness program & facility planning. For further information contact Fitness Finders.
CIRCLE READER SERVICE CARD NO. 34

FITNESS INDUSTRIES, INC.
P.O. Box 448
Pelham, Alabama 35124
Phone (205) 663-3273
R. E. Rohrbach, Sr.
President
Motorized Exercise Treadmills. Complete line of variable speed motorized treadmills for physical fitness programs. Treadmills for individual use or club use.
CIRCLE READER SERVICE CARD NO. 35

MacLEVY-HELO
Sauna, Exercise Equipment
92-21 Cerona Ave.
Elmhurst, New York 11373
Phone (212) 592-6550
Monty MacLevy
President
Prime manufacturers of saunas, exercise, and gymnasium equipment. Also lockers, whirlpool equipment. Established in 1893.
CIRCLE READER SERVICE CARD NO. 36
AD APPEARS ON PAGE 38

MARCY GYM EQUIPMENT CO.
1736 Standard Ave.
Glendale, California 91201
Phone (213) 247-6611
Robert H. Cassell
Vice President of Marketing
Manufacturer of physical fitness products. Capabilities to develop corporate programs for companies with from 25 to 25,000 employees. Write for further information.
CIRCLE READER SERVICE CARD NO. 37
AD APPEARS ON PAGE 11

PROFESSIONAL GYM, INC.
805 Cherokee
Marshall, Missouri 65340
Phone (816) 886-3042
Warren Dew
Physical fitness consultant
and representative

A complete line of multi-station exercise machines with from 6 to 16 stations. Also, featuring abdominal boards with floor stands and the "ResistiveRunner" for cardiovascular and circulo-respiratory exercise.
CIRCLE READER SERVICE CARD NO. 38

QUINTON INSTRUMENTS
2121 Terry Avenue
Seattle, Washington 98121
Phone (206) 223-7373
W. E. Trimingham
Marketing Manager

Controlled exercise devices. Motor driven treadmills, bicycle exercisers, fitness testing systems & instruments.
CIRCLE READER SERVICE CARD NO. 39

UNIVERSAL GYM EQUIPMENT
1328 N. Sierra Vista St.
Fresno, California 93703
Phone (209) 251-4251
Cliff Coker
Vice President
CIRCLE READER SERVICE CARD NO. 65
AD APPEARS ON COVER II

UNIVERSAL VIKING FITNESS
UNIVERSAL GYM CO.
43 Polk Avenue
Hempstead, New York 11550
W. Farrell
President

Universal Gym Machines — 1 to 17 stations — all associated physical fitness equipment for home, spa, club, office, company. Importers: Monark indoor exercise bikes. Distributors: Viking sauna & wine vaults . . . Turin bikes.
CIRCLE READER SERVICE CARD NO. 40

VIKING SAUNA COMPANY
909 Park Avenue, P.O. Box 6298
San Jose, California 95150
Phone (408) 294-4311

World's largest sauna manufacturer. Offers a complete line of pre-built and customized sauna rooms, heaters and controls including the only solid state control system available in the sauna market today.
CIRCLE READER SERVICE CARD NO. 48

Prizes/Trophies/Gifts

ATOMIC TROPHIES, INC.
620 South Ave.
Garwood, New Jersey 07027
Phone (201) 789-2343
Martin Weckstein
General Manager

Manufacturer of trophies, plaques, 7 medals. Send for free color catalog. Fast delivery specialists.
CIRCLE READER SERVICE CARD NO. 41

CREATIVE AWARDS BY LANE
32 W. Randolph
Chicago, Illinois 60601
Phone (312) 782-2317
Dan Thompson
President

Recognition incentive awards: trophies, plaques, jewelry, holloware, ribbons, novelties, advertising specialties, premiums; ideas.
CIRCLE READER SERVICE CARD NO. 42

PARADISE PRODUCTS, INC.
P.O. Box 568
El Cerrito, California 94530
Phone (415) 524-8300
Andy Andrian
President

Party supplies and decorations for 30 seasonal and special themes . . . Roaring 20's, St. Patrick's, Oktoberfest, luaus, etc. Over 30,000 items for employee parties, travel meeting promotions, ethnic cafeteria decorations, company picnics, incentive travel motivational mailers.
CIRCLE READER SERVICE CARD NO. 43

SHANKER INDUSTRIES, INC.
1640 Superior Avenue
Cleveland, Ohio 44114
Phone (216) 241-3817
Howard Shanker
Vice President

Christmas toys for children's parties; incentive gifts; picnic gifts.
CIRCLE READER SERVICE CARD NO. 44
AD APPEARS ON PAGE 31

Recreation Apparel

CHAMPION PRODUCTS, INC.
115 College Avenue
Rochester, New York 14603
Phone (716) 271-2235
Craig Leach
Advertising Manager
Team uniform and jackets for NIRA Leagues: any sport, color, style, insignia; custom designs. Athletic and service awards, wall plaques.
CIRCLE READER SERVICE CARD NO. 45

HORIZON SPORTSWEAR, INC.
One Ajax Dr.
Madison Heights, Michigan 48071
Phone (313) 583-9141
William Schmidt
Sales
Jackets, caps, emblems. Direct purchase — or we can implement your self-liquidational program.
CIRCLE READER SERVICE CARD NO. 46
AD APPEARS ON PAGE 30

KING LOUIE INTERNATIONAL
311 West 72nd Street
Kansas City, Missouri 64114
Phone (816) 363-5212
Michael Milens
Executive Vice President
Largest manufacturer of bowling shirts and blouses. Award blazers and Pro-fit nylon jackets for all sports. All products available with company identification.
CIRCLE READER SERVICE CARD NO. 47
AD APPEARS ON PAGE 8

Recreational Equipment

AMERICAN RECREATIONAL BUILDERS, INC.
19 Bala Ave.
Bala-Cynwyd, Pennsylvania 19004
Phone (215) 664-1485
John H. Gallagher, Jr.
Vice President
Suppliers of wind screens and divider curtains for indoor and outdoor use. Made of the highest grade materials in a variety of colors, custom made to fit your specific needs.
CIRCLE READER SERVICE CARD NO. 49

DAKTRONICS, INC.
331 32nd Avenue
Brookings, South Dakota 57006
Phone (605) 692-6145
Aelred J. Kurtenbach
President
Gregory Schmidt
Sales Manager
100% solid state scoreboards for all sports: Indoor, outdoor, and portable — basketball, football, wrestling, hockey, baseball, softball, swimming, diving, volleyball, track.
CIRCLE READER SERVICE CARD NO. 50

EXERGLIDE PLAYGROUND DIVISION
1221 Walnut Street, P.O. Box 1068
Erie, Pennsylvania 16512
Phone (814) 459-2720
Michael H. Gage
Treasurer
Playground swing set that has no chains. Super-safe, durable, and fun. Proven in years of use. Available with swing frames or as conversion units for existing frames. Free color brochure.
CIRCLE READER SERVICE CARD NO. 51

FLEXI-DYNE, INC.
Graham Home Place Road
South Pittsburg, Tennessee 37380
Phone (615) 837-8537
Robert Boggild
President
Manufacturers of Flexi-Pole,® the flexible gym pole, a new concept on recreation. Fun or exercise for people of all ages, weighing from 50 to 200 pounds.
CIRCLE READER SERVICE CARD NO. 52
AD APPEARS ON PAGE 3

GAME TIME BY TORO
6874 Washington Ave., So.
Eden Prairie, Minnesota 55343
Phone (612) 941-4004
Larry Bruckner
Sales Administrator
Listing continued on following page

Game Time continued

equipment, mobile recreation, pre-school equipment, therapeutic equipment, safety surface, bike racks, Cutaletter Machine, bleachers.
CIRCLE READER SERVICE CARD NO. 53

HOWMET CORPORATION

P.O. Box 40, 1617 N. Washington
Magnolia, Arkansas 71753
Phone (501) 234-4260
J. G. Davis
Sales Manager

Heavy duty all-aluminum picnic tables in four colors. 3, 5, and 10-row all-aluminum bleachers and park benches. Pioneers in aluminum stadium seating. Write for free brochure.
CIRCLE READER SERVICE CARD NO. 54

KAY PARK REC CORP.

Janesville, Iowa 50647
Phone (319) 987-2313
Keith Borglum
President

A full line of quality equipment for playgrounds and parks. Fiberglass 2-seat pedal boats, bleachers with fiberglass or aluminum seats, benches, picnic tables, swings, slides, basketball goals, outdoor grills, etc. Send for free catalog.
CIRCLE READER SERVICE CARD NO. 55

LOMMA ENTERPRISES, INC.

Lomma Building
Scranton, Pennsylvania 18503
Phone (717) 343-4741
R. J. Koester, Jr.
Asst. Vice President of Marketing — Int.

Lomma Enterprises is both a designer and manufacturer of championship miniature golf courses and deluxe platform tennis courts.
CIRCLE READER SERVICE CARD NO. 56

NORTH AMERICAN RECREATION CONV., INC.

P.O. Box 758
Bridgeport, Connecticut 06601
Phone (203) 336-2151
Barry H. Traub
Vice President

Manufacturer of platform tennis courts, heavy duty game tables, and general recreation supplies.
CIRCLE READER SERVICE CARD NO. 57

OCEANIC LEISURE CORPORATION

140 Adams Blvd.
Farminsdale, New York 11735
Phone (516) 293-9400
Lester Kowalsky
President

Swimming pools; above ground and on ground. Ice rinks, pool ladders.
CIRCLE READER SERVICE CARD NO. 58

PORT-A-COURT

P.O. Box 35161
Los Angeles, California 90035
Phone (213) 277-6111
Morrie Hodes
President

Manufacturer of portable tennis courts. Regulation size. Installed on parking lots, parking garages, roofs or office buildings, etc. Why waste available land? Can be installed and taken down in 1/2-hour by two people.
CIRCLE READER SERVICE CARD NO. 59

RECREATION EQUIPMENT CORPORATION

724 West 8th Street
Anderson, Indiana 46011
Phone (317) 643-5315
Donald C. Wright
General Manager
CIRCLE READER SERVICE CARD NO. 60

RINKMATE RESURFACER

58 Townsend Street, P.O. Box 87
Port Chester, New York 10573
Phone (914) 937-0540
Chris Cabot
Sales Administrator

Rink resurfacing tools, ice rink manufacturers, Rinkmate Resurfacer, Junior Icemobile, Major Compactor Icemobile, Span Master Icemobile & Super-Series, all electric driven.
CIRCLE READER SERVICE CARD NO. 61

SPORTATRON COMPANY OF AMERICA, INC.

R.F.D. 3
Salem, Connecticut 06415
Phone (203) 859-1500
Hiram Bingham
President

Multi-purpose 12' x 24' portable fencing enclosures, "Sportatrons," and excessories (rebound nets, baskets, volleyball nets, floors) for practicing old and playing new versions of tennis, handball, soccer, etc. indoors or out.
CIRCLE READER SERVICE CARD NO. 62

SPORTSPLAY PRODUCTS
2298 Grissom Drive
St. Louis, Missouri 63141
Phone (314) 567-6277
Michael Richter
Sales Manager

Basketball backstops with lifetime-guaranteed aluminum backboards, portable baseball backstops, football and soccer goals, tennis posts, game standards, benches, bleachers, bicycle racks, picnic tables, and physical fitness and playground equipment.
CIRCLE READER SERVICE CARD NO. 63

TROJAN PLAYGROUND EQUIPMENT MFG. CO.
11 Second Ave. N.E.
St. Cloud, Minnesota 56301
Phone (612) 251-3080
Bill Van Diest
President

Heavy-duty outdoor playground equipment. Plus bicycle racks, flag poles, picnic tables and benches, grills, basketball backstops, softball and baseball backstops. Free catalog on request. Quotations on request.
CIRCLE READER SERVICE CARD NO. 64

UNIVERSAL GYM EQUIPMENT
1328 N. Sierra Vista St.
Fresno, California 93703
Phone (209) 251-4251
Cliff Coker
Vice President

The world's largest manufacturer of physical conditioning systems. Equipment and conditioning programs serving universities, professional athletic teams, health clubs, business and industry throughout the world. Consulting and planning service — free of charge.
CIRCLE READER SERVICE CARD NO. 65
AD APPEARS ON COVER II

VANTAGE BOATS
6332 Lakeview Drive
Falls Church, Virginia 22041
Phone (703) 256-4855
Robert H. Cardinell
Owner

ELECTRIC POWERED BOATS — Quiet, nonpolluting, energy saving, safe. Tour boats to 40' and 45 passengers; park rental boats 15'-20'; special boats for handicapped and senior citizens; electric outboard motor KITS for distant customers.
CIRCLE READER SERVICE CARD NO. 66
AD APPEARS ON PAGE 34

Trade Associations

AMATEUR ATHLETIC UNION OF THE UNITED STATES
3400 West 86th Street
Indianapolis, Indiana 46268
Phone (317) 297-2900
Mason Bell
Director, Sports Development

America's governing body for twelve amateur sports with programs in 20 activities; official rulebooks for 14 sports, including track and swimming; offers physical fitness brochure and AAU buckle and belt.
CIRCLE READER SERVICE CARD NO. 67

AMATEUR SOFTBALL ASSOCIATION OF AMERICA
2801 N.E. 50th, P.O. Box 11437
Oklahoma City, Oklahoma 73111
Phone (405) 424-5266
Don E. Porter
CIRCLE READER SERVICE CARD NO. 68

HOBBY INDUSTRY OF AMERICA
200 Fifth Avenue
New York, New York 10010
Phone (212) 924-4262
Walter Cadden
Executive Director

National trade association servicing the hobby industry.
CIRCLE READER SERVICE CARD NO. 69
AD APPEARS ON PAGE 16

THE ATHLETIC INSTITUTE
Merchandise Mart, 7th Floor
Chicago, Illinois 60654
Phone (312) 644-3020
Donald Bushore
CIRCLE READER SERVICE CARD NO. 70

BOWLING PROPRIETORS ASSOCIATION OF AMERICA
P.O. Box 5802
Arlington, Texas 76011
Phone (817) 460-2121
Vladimir A. Wapensky
Executive Director
CIRCLE READER SERVICE CARD NO. 71

NATIONAL RIFLE ASSOCIATION
1600 Rhode Island Avenue, N.W.
Washington, D.C. 20036
Phone (202) 783-6505
C.E. Giesey
Director, Membership Division
CIRCLE READER SERVICE CARD NO. 72

NATIONAL SHOOTING SPORTS FOUNDATION, INC.
1075 Post Road
Riverside, Connecticut 06878
Phone (203) 637-3618
Warren Page
President
CIRCLE READER SERVICE CARD NO. 73

NATIONAL SPORTING GOODS ASSOCIATION
717 N. Michigan Avenue
Chicago, Illinois 60611
Phone (312) 944-0205
G. Marvin Shutt
Executive Director
CIRCLE READER SERVICE CARD NO. 74

SPORTING GOODS

Baseball/Softball

DUDLEY SPORTS CO.
29 West 34th Street
New York, New York 10001
Phone (212) 594-7840
Skip Hangley
Sales Manager
Leather and rubber covered baseballs and softballs. Aluminum bats, softball gloves, batting gloves, batting tees, scorebooks.
CIRCLE READER SERVICE CARD NO. 75

HILLERICH & BRADSBY CO.
Box 506
Louisville, Kentucky 40201
Phone (502) 585-5226
Frank McMenamin
Vice President of Sales
Louisville Slugger and H&B baseball, softball and Little League bats, aluminum bats, Mag® bats, baseball and softball gloves, baseballs and softballs; hockey sticks.
CIRCLE READER SERVICE CARD NO. 211
AD APPEARS ON PAGE 5

J. DE BEER & SON, INC.
P.O. Box 11-570
Albany, New York 12211
Phone (518) 438-7871
Frederick S. de Beer, Jr.
Secretary/Treasurer
BASEBALLS AND SOFTBALLS
CIRCLE READER SERVICE CARD NO. 76

RAWLINGS/ADIRONDACK/SHER-WOOD
2300 Delmar Blvd.
St. Louis, Missouri 63166
Phone (314) 241-2900
Fred A. Atkins
National Sales Manager
A complete line of sports equipment and clothing for baseball, softball, football, basketball, hockey, and soccer, plus track and lacrosse clothing. Tennis rackets and equipment, racketball rackets, and volleyballs.
CIRCLE READER SERVICE CARD NO. 77

Boating / Fishing

SHAKESPEARE COMPANY
1801 Main St.
Columbia, South Carolina 29202
Phone (803) 779-5800
V.J. Vella
Manager, Advertising & Sales Promotion
Quality Wonderod® rods, Wondereel® reels, line, WonderTroll® electric fishing motors, ScanMaster® Depth / Fish Finders, baits.
CIRCLE READER SERVICE CARD NO. 78

Bowling

AMERICAN BOWLING CONGRESS
5301 South 76th Street
Greendale, Wisconsin 53129
Phone (414) 421-6400
John C. Hilbert
Office Manager
A nonprofit, noncommercial membership organization dedicated to serving more than 4 million male bowlers.
CIRCLE READER SERVICE CARD NO. 79

AMF BOWLING PRODUCTS
Jericho Turnpike
Westbury, New York 11590
Phone (516) 333-6900
Al Spanjer
Director of Advertising and Promotion
Complete line of bowling equipment, balls, bags, and shoes.
CIRCLE READER SERVICE CARD NO. 80
AD APPEARS ON PAGE 6

BRUNSWICK
One Brunswick Plaza
Skokie, Illinois 60076
Phone (312) 982-6000
H.A. Schneider
Advertising Manager
Bowling products — balls, bags & shoes — plus all bowling equipment products and services worldwide.
CIRCLE READER SERVICE CARD NO. 81

NATIONAL BOWLING COUNCIL
1666 K Street, Suite 611
Washington, D.C. 20006
Phone (202) 659-9070
R. Lance Elliott
Executive Director
The National Bowling Council is a nonprofit service and education organization formed in 1943 "to consolidate and unite every phase of bowling." As national spokesman for the entire sport of bowling, the Council is dedicated to making bowling a truly lifetime family sport.
CIRCLE READER SERVICE CARD NO. 82

Golf

BOB STERLING COMPANY
2906 F Colorado Avenue
Santa Monica, California 90404
Phone (213) 829-1801
Robert Sterling
President
Golf clubs.
CIRCLE READER SERVICE CARD NO. 83

LOMMA ENTERPRISES, INC.
Lomma Building
Corner, Spruce & Wyoming
Scranton, Pennsylvania 18503
Phone (717) 343-4741
J.C. Rogari
Vice President of Marketing
Lomma championship miniature golf courses used indoors and outdoors. Limited space required with excellent financing arranged.
CIRCLE READER SERVICE CARD NO. 84

PLYMOUTH GOLF BALL COMPANY
(A Shakespeare Company)
Butler Pike
Plymouth Meeting, Pennsylvania 19462
Phone (215) 828-7400
David W. Campbell
General Manager
Golf balls of maximum quality — surlyn covered-stock brands-range-custom printed. Shakespeare Graphite shaft golf clubs.
CIRCLE READER SERVICE CARD NO. 85

Shooting Sports

CASSWELL EQUIPMENT CO.
1215 Second Ave., North
Minneapolis, Minnesota 55405
Phone (612) 377-1730
Ted Busen
Vice President of Sales
Indoor and outdoor shooting range equipment for all handguns and rifles. Extensive design aids available. In use since 1926 throughout the world.
CIRCLE READER SERVICE CARD NO. 86

Tennis

HOAG-CO
1062 North Vinedo Avenue
Pasadena, California 91107
Phone (213) 798-8609
Amos N. Hoagland
Owner
"Rally-S" and "Pro" tennis ball pickup baskets, featuring instantly convertible, hand-high replay stand.
CIRCLE READER SERVICE CARD NO. 87

MONDESS FASHIONS INCORPORATED
141 N.E. 32nd Court
Ft. Lauderdale, Florida 33334
Phone (305) 565-0991
Victor Connor
Advertising Manager
Mondessa manufactures women's tennis clothing and accessories such as sweaters, hats, head and sweat bands, socks, and panties. Our line was called the trend-setter for on the court fashions by *Women's Wear Daily*.
CIRCLE READER SERVICE CARD NO. 88

NORTH AMERICAN RECREATION CONV., INC.
P.O. Box 758
Bridgeport, Connecticut 06601
Phone (203) 336-2151
Barry H. Traub
Vice President
Manufacturer of Platform tennis courts, heavy duty game tables, and general recreation supplies.
CIRCLE READER SERVICE CARD NO. 89

Miscellaneous

GILBERT SACKS ENTERPRISES, INC.
11920 Basye Street
El Monte, California 91732
Gilbert B. Sacks
"Playbouy," an exciting game for fun, for sport, for exercise. All ages; can be played by from 1-4 people. Comes in 20' and 50' models. Fund-raising opportunities available.
CIRCLE READER SERVICE CARD NO. 90

IVERSON CYCLE CORD WEST
712 N. Valley St.
Anaheim, California 92803
Phone (714) 956-3100
Wally Hill
President
Full line of domestic made popular priced bicycles — 10-speed, Moto-Cross, Hi Riser, Official 1976 Olympic bicycles.
CIRCLE READER SERVICE CARD NO. 91

MEDALIST INDUSTRIES
735 North 5th Street
Milwaukee, Wisconsin 53203
Phone (414) 271-8186
J.L. Fricker
Corporate Sales Manager
Medalist is a multi-line sporting goods manufacturer including uniforms for all sports, protective equipment, shirts, socks, caps, shoes, timers, trampolines, gymnastic equipment, mats, and pitching machine.
CIRCLE READER SERVICE CARD NO. 92

PORTA PIT
P.O. Box 6300
Anaheim, California 92807
Phone (714) 524-8750
Don Alves
Director of Marketing
Complete line of mats and landing surfaces for recreational and educational use. Porta Pit is official supplier of landing surfaces to the 1976 Olympic Games in Montreal.
CIRCLE READER SERVICE CARD NO. 93

SCHOOL-TECH, INC.
745 State Circle
Ann Arbor, Michigan 48104
Phone (313) 663-8107
Robert Visel
Marketing Manager
Manufacturers of recreational athletic equipment — "Olympic Sports", distributors of athletic equipment — "Wolverine Sports", producers of industrial sports films "Champions on Film". Catalog for all divisions on request.
CIRCLE READER SERVICE CARD NO. 94

T.F. TWARDZIK & CO., INC.
600 East Center St.
Shenandoah, Pennsylvania 17976
Phone (717) 462-2745
T.F. Twardzik
President
Table tennis supplies. Direct mail supplier to professional recreation leaders for almost 20 years. Halex No. 1 balls and 5-ply rubber or sandpaper bats. Inexpensive and rugged ball dispensing machines available.
CIRCLE READER SERVICE CARD NO. 95

TRAVEL SERVICES

Airlines

AIR JAMAICA, LTD.
19 East 49th Street
New York, New York 10017
Phone (212) 935-2336
John Baumann
CIRCLE READER SERVICE CARD NO. 96

AIR FRANCE
1350 Avenue of the Americas
New York, New York 10019
Phone (212) 758-6300
Ivan Damyanoff
CIRCLE READER SERVICE CARD NO. 97
AD APPEARS ON PAGE 5

BRITISH AIRWAYS
245 Park Avenue
New York, New York 10017
Phone (212) 983-8285
Helen P. Mohan
Group Travel Executive, USA
Air services from USA worldwide. Tailor-made individual company employee programs
CIRCLE READER SERVICE CARD NO. 98

EASTERN AIRLINES
Miami International Airport
Miami, Florida 33148
Phone (305) 873-2751
Timothy D. Cox
National Manager, Group & Convention Sales
The second largest airline in the free world flying to some of the finest and most exciting destinations in the world. We have complete group and meeting handling capabilities.
CIRCLE READER SERVICE CARD NO. 99

FRONTIER AIRLINES
8250 Smith Road
Denver, Colorado 80207
Phone (303) 398-4789
Clay R. Blaylock
Manager, Commercial & Government Marketing
Rocky Mountain ski country, Las Vegas, sky high National Parks, and Arizona sun country. Do them all on FRONTIER, the "Vacation Excitement" airline. Group fare discounts for 10 or more.
CIRCLE READER SERVICE CARD NO. 100

IBERIA AIRLINES OF SPAIN
97-77 Queens Blvd.
Rego Park, New York 11374
Phone (212) 793-5000
Daniel Bustamante
Group Sales Consultant
Group travel programs to Spain specially prepared for employee recreational clubs.
CIRCLE READER SERVICE CARD NO. 101

JAPAN AIR LINES
655 Fifth Avenue
New York, New York 10022
Phone (212) 758-8850
Jim McNabb
Incentive/Convention Sales Manager, The Americas
One of the greatest international carriers of our time because of worldwide reputation for servicing one person or a group of three thousand with impeccable service.
CIRCLE READER SERVICE CARD NO. 102

TACA INTERNATIONAL AIRLINES, S.A.
P.O. Box 428
New Orleans International Airport
Kenner, Louisiana 70062
Phone (504) 729-4551
Peter J. Messina
District Manager
CIRCLE READER SERVICE CARD NO. 103

WORLD AIRWAYS, INC.
Oakland International Airport
Oakland, California 94614
Phone (415) 577-2345
W.A. Hardenstine
Vice President
CIRCLE READER SERVICE CARD NO. 104

Car Rentals/ Recreational Vehicles/ Bus Lines / Rail Roads

BROOKS RENT-A-CAR
3665 Las Vegas Blvd.
Las Vegas, Nevada 89109
Phone (702) 382-3134
Orin Grossman
President
CIRCLE READER SERVICE CARD NO. 214
AD APPEARS ON PAGE 3

COACH TRAVEL UNLIMITED, INC.
9001 West 79th Place
Justice, Illinois 60458
Phone (312) 458-5770
Adam J. Milewski
President
Group travel arrangements by motor coach to all 48 states and Canada. Luxury motor coaches with A/C, reclining seats, and lavatory. Local or nationwide.
CIRCLE READER SERVICE CARD NO. 105

NATIONAL CAR RENTAL
5501 Green Valley Drive
Minneapolis, Minnesota 55437
Wayne Herberger
Manager, Group and Convention
CIRCLE READER SERVICE CARD NO. 106
AD APPEARS ON PAGE 4

WESLOS RECREATIONS
353 Sacramento Street
San Francisco, California 94111
Phone (415) 398-1613
J.C. Hardy
President
Representing cruise lines, tour operators, overseas hotels.
CIRCLE READER SERVICE CARD NO. 107

Cruise/Ship Lines

COMMODORE CRUISE LINES, LTD.
1015 North America Way
Miami, Florida 33132
Davis Y. Levene
General Sales Manager
The *M/S Boheme* and *M/S Bolero,* on weekly cruises to Mexico, Jamaica, Haiti, Puerto Rico, and the Dominican Republic. Personal, customized service for groups.
CIRCLE READER SERVICE CARD NO. 108

COSTA LINE
327 South LaSalle Street
Chicago, Illinois 60604
Phone (312) 922-2475
C.R. Fumagalli
Midwest Regional Manager
Air/sea cruise programs from Florida and Puerto Rico to Caribbean and South America — Six great ships to Roman holiday sailings.
CIRCLE READER SERVICE CARD NO. 109

EASTERN STEAMSHIP LINES, INC.
1317 Biscayne Blvd., P.O. Box 010882
Miami, Florida 33101
Phone (305) 373-7501
B.A. Chabot
Vice President of Sales
Three and four-night cruises to Nassau & Freeport in elegance without extravagance from Miami. The *S.S. Emerald Seas* for individuals, groups, or convention meetings.
CIRCLE READER SERVICE CARD NO. 110
AD APPEARS ON PAGE 31

GALEN TRAVEL, INC.
18725 West Dixie Highway
N. Miami Beach, Florida 33180
Phone (305) 931-5300
Morten Galen
General Manager
Representing all cruise lines. Special group and incentive cruise prices. Small or large groups with personal meeting services. Pre- and post-convention tours from Miami or New York.
CIRCLE READER SERVICE CARD NO. 111

HOME LINES
1 World Trade Center, Suite 3969
New York, New York 10048
Phone (212) 432-1414
D. Sutherland
Marketing Manager
CIRCLE READER SERVICE CARD NO. 212
AD APPEARS ON PAGE 13

NORWEGIAN CARIBBEAN LINES
100 Biscayne Blvd., North
Miami, Florida 33130
Phone (305) 358-6670
Dave M. Stafford
Director, Charter and Incentive Sales
Three cruise ships: *M/S Starward, M/S Skyward, M/S Southward* — all on seven-day itineraries to the Caribbean.
CIRCLE READER SERVICE CARD NO. 112

SITMAR CRUISES
111 N. Wabash
Chicago, Illinois 60602
Phone (312) 346-7052
(312) 565-0974
(800) 421-0880
Dennis L. LeVine
CIRCLE READER SERVICE CARD NO. 113

Foreign Visitors' Bureaus

AUSTRIAN NATIONAL TOURIST OFFICE
545 Fifth Avenue
New York, New York 10017
Phone (212) 697-0651
Walther K. Czerny
Director of Marketing
Representing Austria's finest destination for cultural and recreational travel. Many ski resorts, such as the Olympic City of Innsbruck.
CIRCLE READER SERVICE CARD NO. 114

BAHAMAS TOURIST OFFICE
30 Rockerfeller Plaza
New York, New York 10020
June Robinson
Manager, North American
Convention and Meeting Sales
CIRCLE READER SERVICE CARD NO. 115

IRISH TOURIST BOARD
224 N. Michigan Avenue
Chicago, Illinois 60601
Phone (312) 726-9356
Maurice Dunne
CIRCLE READER SERVICE CARD NO. 116

JAMAICA TOURIST BOARD
36 S. Wabash Ave.
Chicago, Illinois 60603
Phone (312) 782-0264
Hopeton E. Fearon
Group Sales Manager
Assist recreation managers and their travel agents in arranging group tours to Jamaica. Provide promotional material as well as information on hotels, villas, and Jamaica's many sightseeing attractions.
CIRCLE READER SERVICE CARD NO. 117

JAMAICA TOURIST BOARD
200 Park Avenue, Suite 254
New York, New York 10017
Phone (212) 682-3931
Tom Donnelly
Group Sales Manager/Northeast & Western USA
Advice and assistance in planning group travel to Jamaica. Literature, films, and special Jamaica Group Planners Guide complete with low hotel rates available upon request. Call collect.
CIRCLE READER SERVICE CARD NO. 118

MEXICAN NATIONAL TOURIST COUNCIL
677 Fifth Avenue
New York, New York 10022
Phone (212) 755-7212
Andre Ambron
Director of Group Travel
CIRCLE READER SERVICE CARD NO. 119

SAN SALVADOR CONVENTION & VISITORS BUREAU
9a. Ave. Norte No. 406
San Salvadore, El Salvador
Phone 22-4404/22-4375/22-5193
Alex Gallard-Prio
Executive Director
A beautiful and exciting city in the "new" Central America . . . With a local population that likes foreigners . . . Hotels and restaurants match the best of the tropical world, with meeting facilities for over 800 delegates . . . No visas; just come!
CIRCLE READER SERVICE CARD NO. 120

ZAMBIA NATIONAL TOURIST BUREAU
150 East 58th Street
New York, New York 10022
Phone (212) 758-9450
Xen E. Vlahakis
Tourist Officer, North America
Africa's newest safariland. On-foot tented adventure into remote animal haunts, or game-viewing by Landrover from comfortable lodges. Excitement, too, in Livingstone, with magnificent Victoria Falls and fiery traditional dancers.
CIRCLE READER SERVICE CARD NO. 121
AD APPEARS ON PAGE 28

Hotels & Resorts

ATALAYA PARK HOTEL OF SPAIN
60 East 42nd Street, Suite 1307
New York, New York 10017
Phone (212) 697-4966
Sandra L. Jaco
Vice President, Sales/Marketing, North America
Marbella, Costa del Sol, Spain. Five-star deluxe on beach. 500 rooms, pools, golf, tennis, horseback riding, water sports, nightclub, a full-service hotel. One of the world's finest!
CIRCLE READER SERVICE CARD NO. 122

BALBOA BAY CLUB
1221 West Coast Highway
Newport Beach, California 92660
Phone (714) 645-5000 ext. 170/172
Patricia B. Arthur
Director of Customer Relations
Exclusive Club — Deluxe bay front and marina view rooms, suites, private beach, tennis, spas, terrace cocktails, dining, meeting facilities.
CIRCLE READER SERVICE CARD NO. 123

BEACH CLUB HOTEL
2100 N. Ocean Blvd.
Ft. Lauderdale, Florida 33304
Phone (305) 564-8502
Jack Lindeman
General Manager
Resort hotel directly on the Atlantic Ocean. Apartments, efficiencies, hotel rooms, and cabanas. Full food service and entertainment. Special folders & rates for NIRA. Open year-round.
CIRCLE READER SERVICE CARD NO. 153
AD APPEARS ON PAGE 5

CHASE-PARK PLAZA HOTEL
212 North Kings Highway
St. Louis, Missouri 63108
Phone (314) 361-2500
Dan Rosen
Vice President, Sales & Marketing
The Grand Hotel of St. Louis, home of distinguished visitors from America and abroad. Located on beautiful Forest Park. Complete group meeting facilities.
CIRCLE READER SERVICE CARD NO. 125

CONSTELLATION HOTEL
900 Dixon Road
Rexdale, Ontario M9W 1J7
John Wakely
CIRCLE READER SERVICE CARD NO. 126

DEL MONTE HYATT HOUSE
One Old Golf Course Road
Monterey, California 93940
Phone (408) 372-7171
Peter G. Fusselman
Sales Manager
CIRCLE READER SERVICE CARD NO. 127

DEVIL'S HEAD LODGE
Box 38
Merrimac, Wisconsin 53561
Phone (608) 493-2251
Dominic DeGirolamo
Ski lodge, open May-September to companies. 138 rooms, indoor/outdoor pools, tennis courts, whirlpool, suanas, meeting facilities, dining rooms, cocktail lounges, 18-hole golf course. 15 miles from Wisconsin Dells.
CIRCLE READER SERVICE CARD NO. 128
AD APPEARS ON PAGE 18

DON CESAR RESORT HOTEL
3400 Gulf Blvd.
St. Petersburg, Florida
Mr. Strawhecker
General Manager
CIRCLE READER SERVICE CARD NO. 129

DORAL HOTELS OF FLORIDA
4400 N.W. 87th Street
Miami, Florida 33148
Dick Boehning
Vice President of Sales
CIRCLE READER SERVICE CARD NO. 130

DOUBLETREE INNS
2345 East University Drive
Phoenix, Arizona 85034
Phone (602) 275-4484
Mark C. Wells
Director of Marketing
Southwestern hotel company featuring exciting resort and business destinations in Phoenix, Scottsdale, Tucson, and Seattle. Complete meeting facilities.
CIRCLE READER SERVICE CARD NO. 131

EL SAN JUAN/ EL CONQUISTADOR HOTELS
540 Madison Avenue
New York, New York 10022
Phone (212) 688-8680
Ralph Rodriguez
CIRCLE READER SERVICE CARD NO. 132

FOREST LAKES OF AMERICA, INC.
4350 E. Camelback Road
Phoenix, Arizona 85018
Richard E. Wensel
Vice President, Sales & Marketing
CIRCLE READER SERVICE CARD NO. 133
AD APPEARS ON COVER IV

FOUR LAKES VILLAGE
P.O. Box 430
Lisle, Illinois 60532
Phone (312) 964-6800
Linda Ross
Public Relations Director
Learn to ski at Four Lakes apartment village which has 50 instructors or become a member of the indoor tennis club, only 30 miles from Chicago. Group packages available.
CIRCLE READER SERVICE CARD NO. 134

HACIENDA HOTEL
Box 15566
Las Vegas, Nevada 89114
Phone (800) 634-6713
Maxine Cook
Public Relations & Promotion
CIRCLE READER SERVICE CARD NO. 213
AD APPEARS ON PAGE 64

HOLIDAY INNS, CARIBBEAN DISTRICT
2201 Collins Ave.
Miami Beach, Florida 33139
Phone (305) 534-1511
Mike Picot
Director of Caribbean District Sales
CIRCLE READER SERVICE CARD NO. 216
AD APPEARS ON COVER III

HOLIDAY INNS OF ORLANDO
4045 S. Orange Blossom Trail
Orlando, Florida 32805
Phone (305) 849-6280
F. Ray Dorman
Director of Sales and Marketing
CIRCLE READER SERVICE CARD NO. 215
AD APPEARS ON PAGE 23

HOLIDAY INNS OF TAMPA/CLEARWATER
4500 W. Cypress Street
Tampa, Florida 33607
Phone (813) 879-7830
Bob Morel
District Director of Sales
Six exciting hotels on Florida's Suncoast — all within minutes of Disney World, Busch Gardens, sport and recreational facilities, complete meeting and convention facilities.
CIRCLE READER SERVICE CARD NO. 135

HOTEL RAMADA INN
Puerto Marquez
Acapulco, Mexico
Phone (91748) 4-60-50
Diego de Cossio
General Manager
New Acapulco — Puerto Marquez deluxe hotel, 250 suites. Modern, air conditioned, private terrace, bay view, beach, swimming pool, tennis, nearby golf privileges, T.V., 3 bars, coffee shop, gourmet restaurant, convention facilities.
CIRCLE READER SERVICE CARD NO. 136

HYATT HOUSE HOTELS
1338 Bayshore Highway
Burlingame, California 94010
Phone (415) 342-0200
Joe Kordsmeier
CIRCLE READER SERVICE CARD NO. 137

INNS & HOTEL MANAGEMENT CO., INC.
SHERATON-CLEVELAND HOTEL
24 Public Square
Cleveland, Ohio 44101
Phone (216) 861-8000
Stephen C. Sandstrom
Vice President — Sales
HOTEL LOCATIONS: Columbus, Dayton, Cleveland, Ohio. Planned: Hamton, Va., Cincinnati, Las Vegas. For group reservations contact Stephen Sandstrom.
CIRCLE READER SERVICE CARD NO. 138

ISSA HOTELS, LTD.
P.O. Box 58
Runaway Bay, St. Ann
Jamaica, West Indies
Anthony Ferrari
Executive Assistant
CIRCLE READER SERVICE CARD NO. 139

LOEWS HOTELS
666 Fifth Avenue
New York, New York 10019
Terry Ruffer
CIRCLE READER SERVICE CARD NO. 140
AD APPEARS ON PAGE 21

PHEASANT RUN
P.O. Box 64
St. Charles, Illinois 60174
Phone (312) 584-6300
Denny Carlstedt
Sales Manager
A complete resort hotel with indoor-outdoor swimming pool, 18-hole golf course, racquet club with indoor and outdoor tennis course, nightly entertainment, year-round dinner theatre, restaurants, lounges and shops.
CIRCLE READER SERVICE CARD NO. 141

PINEHURST HOTEL & COUNTRY CLUB
Pinehurst, North Carolina 28374
Phone (800) 334-9560
Dwight Rowe
Director of Sales and Marketing
Elegant resort hotel with activities for all members of the family. Features 5 full 18-hole golf courses. World Golf Hall of Fame, 16 tennis courts, horseback riding, trap & skeet shooting, archery, water sports. Special group rates.
CIRCLE READER SERVICE CARD NO. 142

QUALITY INNS
10750 Columbia Pike
Silver Spring, Maryland 20901
Phone (301) 593-5600
Al Power
Vice President, Marketing/Sales
CIRCLE READER SERVICE CARD NO. 143
AD APPEARS ON PAGE 7

RAMADA INN — DISNEY WORLD
2950 Reedy Creek Blvd.
Kissimmee, Florida 32741
Phone (305) 846-4466
Pat Cummings
Director of Marketing

400-room resort adjacent to Walt Disney World; 2 pools, 2 restaurants, Action Lounge, game arcade, tennis, gift shop; transportation to all central Florida attractions. Special packages available for your employees. We furnish brochures — contact us direct.
CIRCLE READER SERVICE CARD NO. 144

RAMADA INNS
P.O. Box 590
Phoenix, Arizona 85001
Phone (602) 273-4370
Fred Miller
General Sales Manager

Worldwide hotel chain: over 650 locations; many with a budget meeting plan to fit your needs. Write for more information and a free directory.
CIRCLE READER SERVICE CARD NO. 145

SEA PINES PLANTATION CO.
Hilton Head Island, South Carolina 29948
Phone (803) 785-3333
Henry Whitfield
Director of Promotion

Sea Pines Plantation is a 4,500-acre resort community located on the southern tip of Hilton Head Island, South Carolina. With 54 holes of golf, 30 tennis courts, 4 miles of Atlantic beach, Sea Pines has gained a reputation as one of the east coast's finest resorts. Excellent meeting facilities are available for groups of up to 450.
CIRCLE READER SERVICE CARD NO. 146

SHERATON HOTELS AND MOTOR INNS
35 East Wacker Drive
Chicago, Illinois 60601
Phone (312) 263-4607
Hal Callis
Senior Account Executive

Worldwide chain of over 380 properties — For group business also call — Toll free — (800) 621-5727. (800) 972-8282 in Illinois.
CIRCLE READER SERVICE CARD NO. 147
AD APPEARS ON PAGE 7

SHOWBOAT HOTEL, CASINO AND LANES
2800 Fremont Street
Las Vegas, Nevada 89104
Phone (800) 634-3483
Paul Coe
Sales Director

Complete one-stop-family-fun-spot, offering something for everyone. Bowling on our 70 championship lanes, swimming, playing golf or trying your luck, the Showboat has it all.
CIRCLE READER SERVICE CARD NO. 148

STAN MUSIAL & BIGGIE'S
10330 Natural Bridge
St. Louis, Missouri 63134
Phone (314) 426-5500
U.A. Cartier
Vice President, Marketing/Sales/Advertising
CIRCLE READER SERVICE CARD NO. 149

SULLIVAN COUNTY'S CATSKILLS
Publicity & Tourism Department
County Government Center
Monticello, New York 12701
Phone (914) 794-4056
Ben Kaplan
Director

Outstanding American Plan hotels only 90 miles from New York City. Great meals (3 daily), top entertainment, all sports, talented management. Near outstanding Bicentennial attractions. Values unsurpassed.
CIRCLE READER SERVICE CARD NO. 150

SURF RESORTS HAWAII
P.O. Box 8539
Honolulu, Hawaii 96815
Phone Toll Free (800) 421-0811
California Toll Free (800) 252-0381
Ron Letterman
National Sales Manager

Four magnificent, ocean-side, complete resort hotels on the unspoiled neighbor islands of Hawaii. Golf, tennis, fishing, sightseeing, beaches, year-round activities. Hotel of Kauai, Maui, Kona, and Hilo.
CIRCLE READER SERVICE CARD NO. 151

TAMPA AIRPORT RESORT
2222 N. Westshire Blvd.
Tampa, Florida 33607
Robert E. Morel
District Director of Sales
CIRCLE READER SERVICE CARD NO. 231
AD APPEARS ON PAGE 35

Themed/Amusement Parks

ASTROWORLD/SIX FLAGS
9001 South Kirby
Houston, Texas 77025
Phone (713) 748-1234
William Sodon
Sales Manager

Located across the street from the world famous Astrodome. Special NIRA prices.
CIRCLE READER SERVICE CARD NO. 152

BUSCH GARDENS
The Old Country, Williamsburg, Va.
P.O. Drawer F.C.
Williamsburg, Virginia 23185
Phone (804) 220-2000
Ray Verser
Sales Manager

See the best of England, France, and Germany on this side of the Atlantic. Enjoy European-styled rides, shows, and attractions. Closed during the winter. Hospitality Center open year-round.
CIRCLE READER SERVICE CARD NO. 154

BUSCH GARDENS
The Dark Continent, Tampa, Fla.
P.O. Box 9158
Tampa, Florida 33674
Phone (813) 988-5231
Steve Cooke
Sales Manager

Explore the wildlife and wild times of Africa at The Dark Continent. See snake charmers, and belly dancers. Safari the Serengeti Plain. Great rides, shows, and attractions. Open year-round.
CIRCLE READER SERVICE CARD NO. 155

BUSCH GARDEN
Los Angeles
16000 Roscoe Blvd.
Van Nuys, California 91406
Phone (213) 997-1171
Wade Worley
Sales Manager

Relive the good old days of Old St. Louis. Victorian architecture. Exciting shows. A lazy riverboat ride. Ragtime and more. Open daily in summer. Weekends only: spring, fall, and winter.
CIRCLE READER SERVICE CARD NO. 156

BUSCH GARDENS
16000 Roscoe
Van Nuys, California 91406
Phone (213) 997-1171
C. Wade Worley
General Sales Manager

Busch Gardens — a new and unusual experience in family entertainment. Ride the giant log flume, sky trolley & tropical boat cruise. See performing bird circus and magic show. Visit "Old St. Louis" for turn of the century fun.
CIRCLE READER SERVICE CARD NO. 157

CEDAR POINT
P.O. Box 759
Sandusky, Ohio 44870
Phone (419) 626-0830 ext. 2213
Ned Stancliff
Group Sales Manager

Midwest's largest amusement center; over 100 rides and attractions, large resort hotel, 1,000 boat marina, RV campground complete meeting and picnic facilities. Midway between Toledo and Cleveland on Lake Erie.
CIRCLE READER SERVICE CARD NO. 158

FLORIDA'S SILVER SPRINGS
P.O. Box 367
Silver Springs, Florida 32688
Phone (904) 236-2121
Jim Todd
Director of Sales

World famous glass bottom boat ride, jungle cruise, reptile institute, Cypress Point Island, deer park, early American museum, and much more. Group rates available.
CIRCLE READER SERVICE CARD NO. 159

FLORIDA'S WEEKI WACHEE
P.O. Box 97
Brooksville, Florida 32512
Phone (904) 596-2062
Rick Hutcherson
Director of Marketing

Live mermaid show! Wild bird show, river boat adventure cruise, petting zoo, gardens and more. 122-room Holiday Inn. Group rates available.
CIRCLE READER SERVICE CARD NO. 160

HERSHEY ESTATES
One Chocolate Avenue
Hershey, Pennsylvania 17033
Phone (717) 534-3172
Roger W. Conner
Director of Public Relations

Hershey Park — 65-acre theme park facility, Hotel Hershey, Hershey Motor Lodge and Convention Center, Highmeadow Campgrounds, five golf courses, Hershey Rose Gardens and Arboretum, Hershey Museum and Hershey's famous Chocolate World.
CIRCLE READER SERVICE CARD NO. 161

THE HISTORIC TOWNE OF SMITHVILLE
U.S. Rt. 9
Smithville, New Jersey 08201
Phone (609) 652-7777
Bill Richardson
Director of Sales

A re-created town of the early 1800's. A host of craft shops, gryst mill, general store, etc. Three delightful Inns serve bountiful South Jersey fare. Group rates available.
CIRCLE READER SERVICE CARD NO. 162

JONES IS BACK, INC.
Main St.
Jones, Michigan 49061
Phone (616) 244-5804
Harvey Hoffman
General Manager

Historical/entertainment restoration. Handle company picnics, retiree outings, wives' days, kids' days. Jones Club cards available. We feature old time live shows, balloon ascensions, train rides, crafts and restored buildings.
CIRCLE READER SERVICE CARD NO. 163

KNOTT'S BERRY FARM
8039 Beach Blvd.
Buena Park, California 90620
Phone (714) 827-1776
Randy Thomas
Group Sales Manager
CIRCLE READER SERVICE CARD NO. 164

MAGIC MOUNTAIN
26101 Magic Mountain Parkway
Valencia, California 91355
Phone (805) 259-7272
Trudi Vicedomini
Sales Manager

One price family entertainment park with over 50 rides and attractions, great restaurants, celebrity entertainment, with nearby golfing, camping, boating and accommodations.
CIRCLE READER SERVICE CARD NO. 165

MARINEWORLD-AFRICA USA
Marine World Parkway
Redwood City, California 94065
Phone (415) 591-7676
Pat Gallagher
Sales Manager

66 acre marine life show and oceanarium. Free roaming African land animals in natural settings. Performing killer whales, dolphins, elephants, tigers, chimps, and exotic birds in scheduled shows. Water ski and boat show.
CIRCLE READER SERVICE CARD NO. 166

OPRYLAND, USA
P.O. Box 2138 or 2800 Opryland Drive
Nashville, Tennessee 37214
Phone (615) 889-6600
Sue Binford
Sales

America set to music — live musical productions. Music Americlub, a special coupon program for companies employing 300 or more. Package tours for groups or individuals. Grand Ole Opry bus tours originating from Opryland
CIRCLE READER SERVICE CARD NO. 167

SEA WORLD OF OHIO
1100 Sea World Drive
Aurora, Ohio 44202
Phone (216) 562-8101
James W. Cleary, Jr.
Sales Manager

Beautifully landscaped, 70-acre marine-life park featuring four exciting shows with Shamu, the killer whale, dolphins, seals, and penguins. Also, a spectacular water ski show with Sunja, the world's only water skiing elephant, Cap'n Kids World, a two-acre totally new concept in play areas for kids only, a million dollar aquarium, Japanese deer park, and much, much more!
CIRCLE READER SERVICE CARD NO. 168

SEA WORLD — ORLANDO
7007 Sea World Drive
Orlando, Florida 32809
Phone (305) 351-3600
Barry Kenney
Sales Manager
125-acre marine life beautifully landscaped park featuring live animal shows, petting areas, tranquil wildlife surroundings; employee discount programs available allowing discounts at area hotel, Days Inn, car rentals, restaurants and attractions. Part of Sea World, Inc.
CIRCLE READER SERVICE CARD NO. 169

SIX FLAGS, INC.
530 West Sixth Street
Los Angeles, California 90014
Phone (213) 680-2375
James E. Wright
National Sales Director
Operate six family entertainment centers from coast to coast: Six Flags Over Texas (Dallas/Ft. Worth); Six Flags Over Georgia (Atlanta); Six Flags Over Mid-America (St. Louis); Astroworld (Houston); Movieland Wax Museum (Buena Park, California); and Stars Hall of Fame (Orlando).
CIRCLE READER SERVICE CARD NO. 170

SIX FLAGS OVER MID-AMERICA
Box 666
Eureka, Missouri 63025
Phone (314) 938-5300
Robert D. Bennett
General Sales Manager
The Midwest's largest family entertainment complex, home of the world's longest, tallest, and fastest roller coasters. Enjoy over 80 rides, shows, and attractions — all for one admission price. Special discount programs available for NIRA members.
CIRCLE READER SERVICE CARD NO. 171

WALT DISNEY'S MAGIC KINGDOM CLUB
1313 Harbor Blvd., P.O. Box 4489
Anaheim, California 92803
Phone (714) 533-4456
Milt Albright
Executive Director
CIRCLE READER SERVICE CARD NO. 172

WISCONSIN DELLS VACATION CLUB
P.O. Box 65
Wisconsin Dells, Wisconsin 53965
Thomas M. Diehl
Executive Vice President
CIRCLE READER SERVICE CARD NO. 173

THE WORLD OF SID AND MARTY KROFFT
400 N. Omni International
Atlanta, Georgia 30303
Phone (404) 688-5610
J.J. Gubbins
Director of Sales
Opening March, 1976, a three- to five-hour adventure through a $14 million highrise world of fantasy and family fun. Open year 'round, all-weather, day and evening. Special group rates available.
CIRCLE READER SERVICE CARD NO. 174

Travel Agents/Tour Operators

ARTHUR FROMMER INTERNATIONAL, INC.
70 Fifth Avenue
New York, New York 10011
Phone (800) 221-5656
Elliott S. Kanbar
Executive Vice President
Specialists in charter flights to London, Amsterdam, Spain, Greece, Curacao, and Rio de Janeiro.
CIRCLE READER SERVICE CARD NO. 175

BANNER TOURS
71 Broadway
New York, New York 10006
Phone (212) 797-6200
Dennis Dehaincut
CIRCLE READER SERVICE CARD NO. 176

BON VOYAGE TRAVEL
2200 E. Devon Avenue
Des Plaines, Illinois 60018
Phone (312) 298-7700
Rick Geahan
Vice President, Group/Incentive Sales
Listing continued on following page

Bon Voyage continued

Midwest's largest travel agency. We specialize in arranging travel programs for NIRA members to destinations throughout the world. Personal service and quality is the key to our success.
CIRCLE READER SERVICE CARD NO. 177

CAREFREE TRAVEL, INC.
30 West 57th Street
New York, New York 10019
Phone (212) 977-4800
Ron Miller
CIRCLE READER SERVICE CARD NO. 178

CONVENCO OF SPAIN
319 Urbanizacion El Rosario
Marbella, Malaga, Spain
Phone in Malaga Spain 831343 ext. 319
Jean E. Alvarez
Operations Manager
Selling only to corporations and associations at WHOLESALE PRICES. An American company in Spain specializing in incentive, convention, and recreational travel to Spain. Offices in New York and Los Angeles.
CIRCLE READER SERVICE CARD NO. 179

CREATIVE WORLD TRAVEL
254 Sutter Street
San Francisco, California 94108
Vic Thiry
Vice President
CIRCLE READER SERVICE CARD NO. 180

DEL WEBB WORLD TRAVEL CO.
P.O. Box 15313
Las Vegas, Nevada 89114
Phone (800) 634-6677
Kenneth C. Swanson
Director of Marketing
CIRCLE READER SERVICE CARD NO. 181

DI CARLO TOURS, INC.
151 West 40th Street
New York, New York 10018
Phone (212) 695-7570
Vinício Cantatore
Vice President
Tours for employee, special interest groups, clubs. Incentive programs. Specialists' show tours, entertainment, golf, tennis. London, Paris, Rome, Iberian Peninsula, Caribbean, Tokyo, Hong Kong. High discount merchandising catalog bonus.
CIRCLE READER SERVICE CARD NO. 182

DISCOVER AMERICA TRAVEL ORGANIZATION, INC.
1100 Connecticut Avenue
Washington, D.C. 20056
Phone (202) 293-1433
William D. Toohey
President
CIRCLE READER SERVICE CARD NO. 183

EGR TRAVEL INTERNATIONAL, INC.
275 Madison Avenue
New York, New York 10016
Phone (212) 725-1600
John P. Kiley
President
CIRCLE READER SERVICE CARD NO. 184

ELKIN TOURS, INC.
6333 N. Milwaukee Ave.
Chicago, Illinois 60646
Phone (312) 792-3111
Ken Trefilek
Sales Manager
The largest Midwest-based tour operator specializing in over twenty destinations for employee groups. Operating all types of charters with no minimum participation — OTC's, ITC's, and TGC's. Offices in Detroit, Cleveland, Pittsburgh, Washington, D.C., Toronto, and Montreal.
CIRCLE READER SERVICE CARD NO. 185

FESTIVALS, INC.
86 N. Main Street
Wallingford, Connecticut 06492
Phone (203) 265-2897
Keith C. Kron
President
Group tours — air/land arrangements. Consultants for group/employee travel, New England area.
CIRCLE READER SERVICE CARD NO. 186

FORLOW TOURS
610 Enterprise Drive
Oak Brook, Illinois 60523
Phone (312) 325-8030
Midwest wholesaler of United States and Canadian travel — licensed motorcoach tour broker specializing in escorted air and motorcoach travel.
CIRCLE READER SERVICE CARD NO. 187

GOLDEN TRAVEL UNLIMITED
600 S. Michigan Avenue
Chicago, Illinois 60605
Charles Unser
President
CIRCLE READER SERVICE CARD NO. 188

GROUP CHARTER & TOUR CONCEPTS, INC.
1 River Park Drive
Bricktown, New Jersey 08723
Phone (201) 899-7877
Bob McErlean
President
Group travel is our only business! Air, rail, steamship, or motorcoach. We can use your itinerary or supply one. When planning any travel program please call us collect for a price quotation.
CIRCLE READER SERVICE CARD NO. 189

GROUP TRAVEL ASSOCIATES, INC.
1409 N. Ceder Crest Blvd.
Allentown, Pennsylvania 18104
Phone (215) 439-4901
Elaine Lerner
President
Specialists in ITC and OTC travel arrangements. Outstanding travel values for employee groups, clubs, associations. Fully bonded. See the USA in '76 — "Best of California" 1-week ITC via American Airlines. Popular price.
CIRCLE READER SERVICE CARD NO. 190

HOLIDAIR, LTD.
1505 Commonwealth Avenue
Boston, Massachusetts 02135
Phone (617) 783-5500
Hal Engler
Vice President, Sales
CIRCLE READER SERVICE CARD NO. 191

INCENTUR, INC.
580 Fifth Avenue
New York, New York 10036
Phone (212) 869-8390
Caesar Bertot
Vice President, Sales
Specialists in creative, low-cost recreational group and charter travel programs for employee groups to major destinations abroad. Bids welcomed.
CIRCLE READER SERVICE CARD NO. 192

INTRACO
386 Park Avenue
New York, New York 10016
Phone (212) 889-1890
Frederick Thoelke
Sales Manager
CIRCLE READER SERVICE CARD NO. 193

JAPAN AND ORIENT TOURS, INC.
250 East First Street
Los Angeles, California 90012
Phone (213) 624-2866
Phone outside California (800) 421-0212
Ted Tsurumaki
Operations Manager
An experienced bonded tour operator specializing in the Orient handles incentive tours, special groups, regular escorted tours, and FIT's. Prompt itinerary and costing. Toll free number for booking.
CIRCLE READER SERVICE CARD NO. 194

J. FRANCES INTERNATIONAL TOURS
11 West 42nd Street, Suite 703
New York, New York 10036
Phone (212) 221-7313
Ray S. Oakley
President
Exclusive, personalized travel to Panama, Central & South America, London, India, Nepal, and Sri Lanka. Itineraries are tailored to specific needs of individuals, groups, and organizations. Call collect with definite first bookings.
CIRCLE READER SERVICE CARD NO. 195

KAPLAN'S TRAVEL BUREAU, INC.
140 Captain's Walk
New London, Connecticut 06320
Phone (203) 442-0681
Phone from NY, NJ, MA (800) 962-0802
Phone from RI, NH (800) 243-8108
Howard Kaplan
Managing Director
Connecticut's largest travel organization specializing in group and full charter tours. (Sole operators of Employee Travel Facility, Pratt & Whitney Aircraft.)
CIRCLE READER SERVICE CARD NO. 196

LISLIND INTERNATIONAL,
Caribbean Division
5 World Trade Center
New York, New York 10048
Phone (212) 466-1370
(800) 221-5252
W.F. Kielman
Sales Development Manager
We specialize in scuba diving tours to the Caribbean, Roatan, Grand Cayman, Cozumel, Eleuthera Caicos, Dominican Republic, St. Martin.
CIRCLE READER SERVICE CARD NO. 197

LOYAL TRAVEL, INC.
Greyhound Building II
Phoenix, Arizona 85077
Phone (602) 248-5002
J.W. Powell
President
General travel services. Subsidiary of Greyhound Lines, Inc.
CIRCLE READER SERVICE CARD NO. 198

MARK 10, LTD.
919 N. Michigan Ave., Suite 2404
Chicago, Illinois 60611
Phone (312) 440-1881
Richard Porter
President
CIRCLE READER SERVICE CARD NO. 199
AD APPEARS ON PAGE 23

RUSSIAN TRAVEL BUREAU, INC.
20 East 46th Street
New York, New York 10017
Phone (212) 986-1500
E. Wallace Lawrence III
President
All travel to Soviet Union and Eastern Europe. Group, Individuals. Affinity, ITC charters, GIT's, FIT's. Professional employee programs.
CIRCLE READER SERVICE CARD NO. 200

TRAVEL MOTIVATORS, INC.
136 East 57th Street
New York, New York 10022
Roslyn Chelouche
Director of Special Projects
CIRCLE READER SERVICE CARD NO. 201

TOUR WEST, INC.
270 South State Street
Orem, Utah 84057
Phone (801) 225-7600
(800) 453-9107
Russell H. Hansen
President
Run-the-Rapids: Exciting boat trips on the Colorado River through the Grand Canyon and on the Salmon River in Idaho. Meals and equipment included while on river. "Fantastic Experience."
CIRCLE READER SERVICE CARD NO. 202

WASHINGTON GROUP TOURS, LTD.
401 M Street, S.W., Box 8011
Washington, D.C. 20024
Phone (703) 549-5445
Keith C. Clark
President
Provides groups coming to Washington with hotel space, meals, tours, and more for one low package price. All groups are fully escorted for length of stay. Options to Williamsburg, Gettysburg.
CIRCLE READER SERVICE CARD NO. 203

WORLDWAYS/HAWAIIAN HOLIDAYS, INC.
500 Fifth Avenue
New York, New York 10036
Phone (212) 736-2929
Arnold H. Light
Director of Marketing
Organizers of group and charter travel to all major world destinations. All aspects handled from promotion to trip supervision. ASTA and ATC members.
CIRCLE READER SERVICE CARD NO. 204

U.S. Visitors' Bureaus

HOWARD COUNTY TOURIST INFORMATION DEPARTMENT
County Office Bldg.
Ellicott City, Maryland 21043
Phone (301) 465-5000
Walter A. Henley
Director
Save over "$24.00 with panel of "Red-Carpet COUPONS" — what to see and do FREE or HALF-PRICE in historic Baltimore-Washington area. FREE sample upon request.
CIRCLE READER SERVICE CARD NO. 205
AD APPEARS ON PAGE 2

LOUISVILLE VISITORS BUREAU
Founders Square
Louisville, Kentucky 40202
Phone (502) 583-3377
R.B. Carlin
Manager
Literature, sightseeing trips, information center, research and news copy.
CIRCLE READER SERVICE CARD NO. 206

NEW YORK CONVENTION & VISITORS BUREAU, INC.
90 E. 42nd Street
New York, New York 10017
Phone (212) 687-1300
Charles Gillett
Executive Vice President
CIRCLE READER SERVICE CARD NO. 207

OKLAHOMA TOURISM DEPARTMENT
500 Will Rogers Building
Oklahoma City, Oklahoma 73105
Phone (405) 521-2406
Carl Clark
Director of Promotion
Seven lakeside resort hotels, meeting facilities, golf, tennis, stables, swimming, fishing. Also information on parks, events, and all Oklahoma recreational opportunities.
CIRCLE READER SERVICE CARD NO. 208

PUERTO RICO TOURISM DEVELOPMENT COMPANY
1625 Massachusetts Avenue, N.W.
Washington, D.C. 20036
Phone (202) 387-1837
José Vázquez
National Group & Convention Manager
Convention and visitor services featuring the Island's fine resort hotels, with complete year-round recreational and meeting facilities.
CIRCLE READER SERVICE CARD NO. 209

SULLIVAN COUNTY'S CATSKILLS
Publicity & Tourism Department
County Government Center
Monticello, New York 12701
Phone (914) 794-4056
Ben Kaplan
Director
Outstanding American Plan hotels only 90 miles from New York City. Great meals (3 daily), top entertainment, all sports, talented management. Near outstanding Bicentennial attractions. Values insurpassed.
CIRCLE READER SERVICE CARD NO. 150

• 1976 Buyer's Guide and Services Directory •

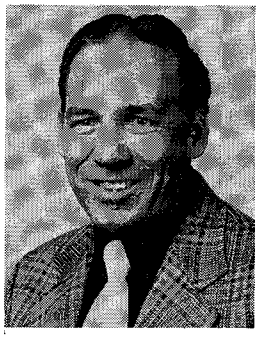
professional services directory

Kotz Schneider
LAND AND RECREATION PLANNING AND DESIGN
ONE MONY PLAZA • SYRACUSE, NEW YORK 13202 • 315/475-4157
CIRCLE READER SERVICE CARD NO. 40

recreational planning · programming · design · consultation
Hugh G. Goldsmith & Associates, Inc.
CIRCLE READER SERVICE CARD NO. 41
dlh DEHART, LANDS & HALL
planning / analysis group
512 LYON BUILDING SEATTLE WA. 98104 (206) 622-1080 631 LYON BUILDING SEATTLE WA. 98104 (206) 682-1925

tpa services ARCHITECTURE ENGINEERING PLANNING
Feasibility Studies - Design - Construction Supervision - State, Regional and Community Parks and Recreational Facilities
CIRCLE READER SERVICE CARD NO. 42
100 BROADWAY, NORTH HAVEN, CONNECTICUT 06473 TEL. (203) 239-5671

names in the news



NIRA President **Bill DeCarlo** announced recently the appointment of **Fritz Merrell**, Olin Corporation, as the first Secretary to the Board of Directors of NIRA. Merrell *(left)* will serve in the position for the remainder of the current officers' term.

The office of Secretary was created by a vote of the Board early in the Fall of 1975. The Secretary is a member of the Board of Directors. He or she is responsible for taking the minutes of Board meetings and maintaining Board correspondence files. In addition, the Secretary coordinates all official mailings and notices to Board members.

• • •

Mel Byers, long-time active member of NIRA, has accepted a one-year appointment as Adjunct Professor in the Department of Recreation at the University of Toledo, Ohio. He will pass along his knowledge of Industrial Recreation to students in a sophomore level introductory course: "Industrial Recreation and Employee Services."

CIRCLE READER SERVICE CARD NO. 261

Las Vegas

HACIENDA
HOTEL AND CASINO



THE PRICE SAYS IT ALL!
3 DAYS
2 NIGHTS

ARRIVE ANY DAY OF THE WEEK

15 OUTSTANDING FEATURES

• Luxurious room for three days and two nights • Delightful Champagne Breakfast • Spectacular Buffet Brunch • Gourmet Buffet Dinner • Midnight show, including one cocktail • Twenty lucky nickels • Five free play casino chips • One—three spot Keno ticket • One cocktail in Keno lounge • Free Champagne Party daily • Free chaise lounges at swimming pool • Free tennis • Hacienda souvenir • Baggage handling • All applicable taxes and gratuities included.

EFFECTIVE OCTOBER 26, 1975 Thru JANUARY 31, 1976

CALL TOLL FREE
800-634-6611

HACIENDA
HOTEL AND CASINO

ad index

Air France 5
AMF Bowling Products 6

Beach Club Hotel 5
Brooks Rent-a-Car 3

Classified 7

Devil's Head Lodge 18

Eastern Audio Associates, Inc. 9
Eastern Steamship Lines, Inc. 31

Flexi-Dyne, Inc. 3
Forest Lakes Durango ..... Cover IV

Hacienda Hotel & Casino 64
Hillerich & Bradsby 35
Hobby Industry Association of America 16
Holiday Inns, Caribbean District ..... Cover III
Holiday Inns of Orlando 23
Home Lines 13
Horizon Sportswear 30
Howard County, Md. 2

Johnston Land Company 2

King Louie International, Inc. 8

Loews Hotels 21

MacLevy-Helo 38
Marcy Gym Equipment Company 11
Mark 10, Ltd. 23

National Car Rental 4

Professional Services Directory 63

Quality Inns International 7

ROA Films 5

Shanker Industries, Inc. 31
Sheraton Hotels and Motor Inns 7

Tampa Airport Resort 35

Universal Gym Equipment ..... Cover II

Vantage Boats 34

Webster Dictionary Company, Inc. 9

Zambia National Tourist Bureau 28

Companies that work and play together stay together



at Holiday Inn Resorts

For detailed information on our Group Package programs, just call our Group Specialists: Atlanta (404) 451-7105, Boston (617) 742-7630, Oak Brook, Ill. (312) 325-1225, Dallas (214) 744-1578, Hollywood, Calif. (213) 469-2274, New York (212) 868-1080, Essington, Pa. (215) 521-1700, Southfield, Mich. (313) 355-1062, Toronto, Canada (416) 360-1980, Arlington, Va. (703) 527-3384, Memphis, Tenn. (901) 362-4921, Miami, Fla. (305) 531-3471.

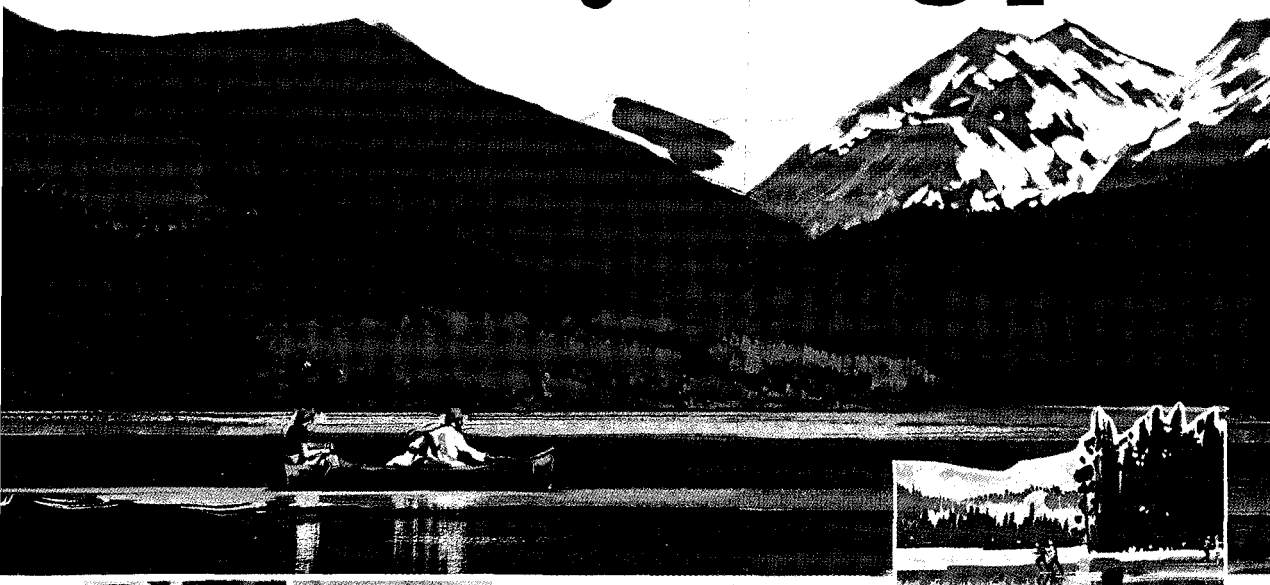
Holiday Inn®

Bermuda **Freeport** **Paradise Island** **Jamaica** **Aruba** **Curacao**

CIRCLE READER SERVICE CARD NO. 262

Spring, Summer, Fall or Winter

Forest Lakes Durango, Colorado is the everything place







You and the employees in your organization can own your own mountain vacation retreat, and enjoy it year 'round at Forest Lakes Durango. Forest Lakes, in the most spectacular scenic mountain, lake and stream area of Colorado, offers everything for family fun.

The mountain views are spectacular, the lots are covered with tall pines . . . some with Aspen and blue spruce. Roads are maintained year around and there's also year around security and fire protection.

Forest Lakes has it all right on the property: A 22 acre lake stocked with mountain trout. Canoeing and sailing. Largest lake in S.W. Colorado just 7 miles from property. Riding trails.



Tennis courts. Ski slopes with lift on th property. Ice skating. Snowmobiling. A lodge. Heated, enclosed swimming poo Restaurant and lounge. Billiards. Supe deer and elk hunting.

Forest Lakes, Durango offers the family unlimited recreation, fun and enjoyment. You can own a cabin site from just $3,995 with excellent terms available. Don't hesitate, this land represents a superb value.

For full details mail coupon today.

All the above scenes are artists conceptions.

FOREST LAKES



Forest Lakes Durango
Route 1, Box 30, Bayfield, Colorado 81122

Gentlemen: Please send me more information on Forest Lakes and t cial offers for our employees.

Name _____

Address _____ City _____

State _____ Zip _____ Phone _____

OBTAIN HUD PROPERTY REPORT FROM DEVELOPER AND RI BEFORE SIGNING ANYTHING. HUD NEITHER APPROVES THE M OF THE OFFERING NOR THE VALUE, IF ANY, OF THE PROPERT

This ad is to be considered invalid and void in those states where this subdivision has eithe approved by the appropriate state agency or may not be sold without such approval having obtained.

CIRCLE READER SERVICE CARD NO. 263